AMERICAN ARTISAN Taroware Record

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There isn't a smoother better fitting elbow on the market than

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FLAT CRIMP ELBOWS

—and if you should happen to state that fact to anyone who has used "Milcor" Flat Crimp Elbows, the answer invariably would be:

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Looking Beyond the Furnace— To the Organization Back of it



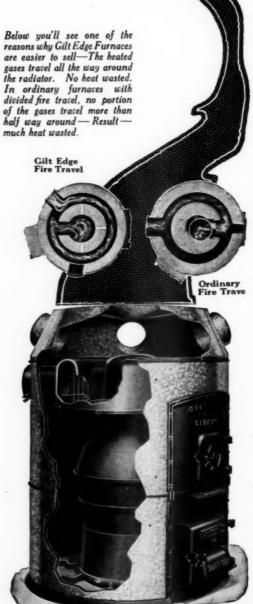
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Vol. 83 No. 5.

CHICAGO, FEBRUARY 4, 1922.

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TEACH MONEY-MAKING LESSONS. CONVENTIONS

THEORETICALLY, you can learn to make methods for practicing salesmanship. a watch without the aid of a teacher. But it will take you a long time to become a deft craftsman of watch-making.

The quicker and better way to learn that trade would be to serve an apprenticeship to a practical craftsman or take a course in a watch-making school.

It is much the same with retail merchandising. You can learn to make a living for yourself at the business of selling hardware commodities across the counter without a teacher.

But it is a slow way of progress and attended by scant profits. There is a much quicker and more profitable way to learn the art of successful merchandising.

It is by learning from experience of others through annual trade conventions and local group meetings.

For example, it would be worth while for the man who is just starting in the retail hardware business to spend the time and money to attend a convention of hardware retailers.

If he happened to be within the territory of the West Virginia Hardware Association, he would get big dividends on the time invested in the sessions of that organization's convention this year, which were held January 31 and February 1 and 2 in Wheeling, West Virginia, from the annual message of Walter B. Wilson, President of that organization, reported elsewhere in this issue of American Artisan and Hardware Record.

No complicated technicalities were used by President Walter B. Wilson in explaining the

He condensed a volume into a few words when he said that the first thing in salesmanship is to win the confidence and respect of your customers.

"To do this you must know your customers," he said. "That's where your memory plays a big part.

"There are few people to whom it is not a source of pleasure to be greeted by name when they enter a store. They like personal contact and it adds to their sense of importance to be known by name, and they feel more at home at stores where they are known and remembered."

Now, there is nothing academic about this kind of lesson.

It is simple and easy to practise.

At most, it requires sincerity and sense of human kinship. From the most dignified senator to the teamster who delivers coal to your house, we are all just folks-if you forget distinctions and act on that basis.

In many cases it is impossible for the hardware dealer to arrange his affairs so that he can leave home and attend a convention.

He can get much of the substance of the lessons and exchange of ideas by reading the accounts of these annual gatherings as they are published in American Artisan and Hardware Record.

Don't miss a line of the convention stories. Find time to read them all. They mean new ideas to you, profit, and growth in character and business.

Random Notes and Sketches. By Sidney Arnold

MY FRIEND, James B. Carson, of Dayton, Ohio, Secretary of the Ohio and the West Virginia Hardware Associations, says that the retailer ought to avoid speculative buying—especially when the signs are bad.

It's easy to know when signs are bad, he says. Then he tells this story:

A husky negro applied for a job in a big ship building company and his fine figure and strength got him accepted. He was told to report to a certain department in the end of a mammoth building.

He hadn't gone ten feet before he saw a sign hung above an alcove reading: "Stretcher Here." Duplicates of this assailed his eye here and there, and then came a bigger sign which said: "To the Hospital." The odor of ether and other smells filled his nostrils and he turned back.

"Boss," he said to the man who had hired him, "Ah resigns. Ah'm through."

"Why, Sam, what's the matter? You're not afraid of danger, are you?"

"Nossuh, boss, danger Ah craves, but not wilful destruction, no suh!"

Leon D. Nish of Elgin, Illinois, secretary Illinois Retail Hardware Association, tells about a certain Chicago youth, who had an amazingly large mouth which he contorted into an all-pervading smile when he wished to make a good impression. His sweetie had persuaded him to "ask father" and the youth was determined to show himself to good advantage.

"Mister Jones," he began, stretching his principal feature to the utmost of geniality. "I have come to ask for the hand of your daughter. I—"

"Just a moment, young man," interrupted the old gentleman mildly, "would you mind closing your mouth for a moment till I see who you are?"

In our heart of hearts we are all longing for the return of the good old music of the days before the war, says Palmer Holmes, manager Chicago office, Lalance and Grosjean Manufacturing Company. In his opinion, the stuff that passes for music nowadays has ruined many a musical prospect.

He tells about a small band in a small Idaho town which had just finished a vigorous, but not very harmonious, selection.

As the members of the band sank back perspiring to their seats, the trombonist asked hoarsely:

"What's the next one?"

"'The Magoozalum Blues," answered the leader, consulting his program.

"Good Lord!" ejaculated the trombonist, "I just got through playing that!"

In common with many other things, melodrama has undergone radical changes, says E. C. ("Buck") Taylor of Minneapolis, Minnesota, president Wisconsin Auxiliary.

Here is the way it goes now:

Kind Old Lady (in railroad station): "What are you crying about, my dear?"

Nice Young Lady: "I—was—driven—from—home."

Kind Old Lady: "Oh, how terrible!"

Nice Young Lady: "And—and—the taxi man charged me two dollars too much."

Changing your way of saying things will sometimes help you in business, says Josiah Borden of the Borden Stove Company, Philadelphia, Pennsylvania.

He offers this example:

A Washington butcher one day delivered a pair of chickens to a tender-hearted housewife. She shuddered when she saw them.

"I should think," she said, "you would never have the heart to chop the heads off these innocent chickens."

"Ma'am," replied the butcher, "I haven't. That was one of the great problems of my life until I discovered a way out of it. Since then I haven't had a qualm of conscience."

"How in the world do you do it?"

"I don't chop the heads off the chickens any more. I chop the chickens off the heads."

* * *

One of the world's greatest diplomats lives in Iowa. He is the boy about whom the following story is narrated by C. F. Anderson of Des Moines, Iowa, secretary of the Iowa Auxiliary:

"Ma," requested the boy, "kin I have a pencil? I wanna write a letter."

"You won't need a pencil, dear," she replied. "I left a pen and ink for you to do your lessons with right on the table."

The boy hesitated a minute.

"Ma," he began again, "don't you think AMERICAN ARTISAN is a good paper?"

"Why, of course, I do," she answered in astonishment, "but what—"

"Well, you see," the lad explained, "I want a pencil to write to the editor and ask him what'll take ink stains out of a carpet."

To Gilbert A. Leiser, sales manager Malleable Iron Range Company, Beaver Dam, Wisconsin, I am indebted for the subjoined clipping:

The Sunday school teacher asked little Gracie if her parents had any particular prayer for bed-time devotions.

"I'll say so," replied the child.

"Ah," said the teacher, much gratified, "and what is it?"

"Well," explained the innocent little one, "every night papa says in a trembly voice, 'Oh, Lord, when is this woman going to stop trying to bankrupt me?"

The Latest News About Stoves and Ranges.

Items and Discussions of Interest to the Manufacturer and Retailer of Kitchen Ranges, Heating Stoves, and Accessories.

Has a New Method for Making Enamel Used on Stoves.

A new method of treating enamel that is used on stoves and ranges or other hardware has been evolved by chemists at the plant of the Roesch Enamel Range Company, Belleville, Illinois, that promises to revolutionize the making of this substance.

So important is the new discovery that the American Ceramic Society, which meets in St. Louis this month, will go to Belleville in a body to see the making of the new product.

The method of making the new enamel lies entirely in the manner of its treatment after it leaves the furnace.

The same formula is still being used, but instead of treating the enamel in water after it leaves the furnace, it is, under the new method, treated under air pressure.

This process, it is said, makes an enamel that is far superior to the old product.

All the chemicals retain their orig-

inal strength and the enamel is of much longer life and lustre.

The process of making this new enamel was demonstrated this week at a meeting of the salesmen of the company. These men were not only shown how the ranges and stoves are made, but were also treated to a demonstration of enamel making.

Dr. Andrew Malinovszky, chemist of Portland avenue, Belleville, attended the meeting of salesmen and gave them a talk on chemistry in connection with the making of enamel.

He had never heard of the new, process. So far as is known the process evolved here is not known any place else in this country or in Europe.

Dr. Malinovszky was so impressed with the plan that he promised to take the chemistry class of the Township High School through the Roesch plant next week and explain the process.

The chemist will also tell the American Ceramic Society, of which he is a member, about the process at its meeting in St. Louis, Missouri. the work of the common faculty of association ideas.

For example, a hammer suggests nails and, by sequence of association of ideas, various products of craftsmanship.

Kitchen utensils, which are so frequently presented in retail hardware advertising, have a close association of ideas with cooking ranges.

Yet, very seldom do we find an advertisement of kitchen utensils containing a mention or illustration of ranges.

The prospective customer who is influenced by the advertisement of cooking equipment such as aluminum roasters, frying pans and enamelware, is in the right frame of mind to respond to suggestions of the advantage of installing a modern labor-saving kitchen range.

The omission of stove and range advertisement from the copy of the hardware store's publicity, therefore, means the loss of the advantages from association of ideas.

In other words, the advertisement loses some of the effectiveness which is potentially within its message but which is not available for lack of proper development.

Hardware dealers who are most successful in their stove and range business are the men who take full advantage of the association of ideas and who present this part of their business to the buying public as a natural and logical classification of their general hardware stock.

It Pays to Make Stoves and Ranges a Part of the Daily Business of Selling Hardware.

There Is a Natural Association of Ideas between Stoves and Other Hardware Commodities Which Helps the Salesman.

M ANY stove and range sales are lost for the simple reason that the dealer has the wrong attitude toward this department of his business.

In many cases, he looks upon stoves and ranges as a side line rather than as an integral part of hardware merchandising.

This fact finds ample support in a study of the average newspaper advertisement of hardware stores.

You will find washing machines, vacuum cleaners, cutlery, paint, kitchen utensils, and scores of commodities incorporated in such advertisements.

It is comparatively rare, however, to find stoves and ranges listed in advertisements in such a way as to convey the idea that they are part of the regular stock of the hardware store.

By neglecting to connect stoves and ranges with the other commodities of the establishment in various forms of the store's publicity, the retailer loses the immense advantage of association of ideas.

Suggestion is another word for

Is Thoroughly Satisfied with Ad in AMERICAN ARTISAN.

To American Artisan and Hardware Record:

Please discontinue my advertisement in your fine journal, as I am thoroughly satisfied with the results obtained from it.

Louis I. Drackert.

—, Missouri, January 28, 1922.

Annual Convention of Mountain States Hardware and Implement Dealers' Association Has a Big Attendance.

President E. D. Holmes of the Association Indicates Twelve Main Reasons for Predicting Good Business During the Year.

THE twentieth annual convention of the Mountain States Hardware and Implement Association, an organization of retail hardware and farm implement merchants in Colorado, Wyoming, and New Mexico, came to a close in the Auditorium in Denver, Colorado, January 26, after a three-day session.

The convention was the most successful ever held by the Association and reflects great credit on the officers of the organization and the association itself.

The business sessions of the convention were held in the theater section of the Auditorium, while the manufacturers' and jobbers' exhibits and entertainment events were held in the other half of the building. This year was also the first time exhibits have been maintained at a convention of the Association, and the plan met with success and will be carried out again next year when the convention is held in the Denver Auditorium.

Tuesday, January 24, 1922.

The convention was called to order at 2 o'clock Tuesday afternoon, January 24, by President Earle D. Holmes, of Casper, Wyoming. The invocation was given by the Rev. H. G. Goodsell, of Denver.

Mayor D. C. Bailey then welcomed the delegates to Denver, stating that the city was proud to have such a body of men visit it and hoped that much good would come from the convention and that those in attendance would enjoy themselves to the uttermost while in Denver.

"There are four causes of slow turnover in the hardware trade today and they are of vital importance to every hardware man in the United States," said E. M. Healy of Dubuque, Iowa, president of the National Retail Hardware Association, in his address. "These causes are handling slow and dead lines, overbuying and overstocking, duplication of lines or handling too many brands of the same kind of article and thus tying up more money than the dealer can make interest on, not checking the inventory and failure to study lines and failure to study buying."

Mr. Healy showed a chart of commodity prices for the last 140 years which proved that, after each of the past three wars, prices declined from a high peak and so what is happening now happened at least twice before and that by studying what happened then merchants can gain knowledge of how to operate their business at present.

Mr. Healy told the retailers present that they must give attention to studying their communities in order that they might buy what would sell and in order that they might not overestimate in purchasing. An overbuying dealer is sure to have idle dollars on his shelves.

"Don't take an agency to keep it from a competitor and then never push it—that sort of thing isn't fair to the manufacturer," stated Mr. Healy. "Get behind one line and push it for all you are worth."

Wednesday, January 25, 1922.

At the Wednesday morning session the following committee chairmen were appointed: Edward Troxell, Denver, nominations; A. L. Branson, Trinidad, Colorado, resolutions; and Mr. Bartley, Cheyenne, Wyoming, auditing.

The address of President E. D. Holmes came next and he pointed out that every indication was that business would be better during 1922 than it was in 1921 and that what the merchant learned last year would be of aid in helping to make this year a better year. His reasons for predicting a good 1922 business year were as follows:

1. The labor situation is gradually adjusting itself. 2. Money is easier and getting easier. 3. The disarmament conference will stabilize world conditions. 4. The Federal government will eventually extend aid to foreign nations really in need, thereby re-establishing their buying power. 5. The government has already assisted the cattle and sheep men and is aiding the farmers. 6. Irrigation and good roads are being bettered, providing work for many. 7. Railroads must "ease off" on freight rates and passenger fares. 8. Income taxes for 1922 are most fair to business. 9. President Harding is desirous of bringing about the greatest good to all. 10. Liquidation is complete in many lines. 11. Building conditions, are decidedly better. 12. The fundamental condition of the country is sound.

"Hardware men have never taken the advance in prices other business men have," Mr. Holmes said. "During the past ten months many lines of hardware have been decreased 25 per cent in price, while paints have declined 33½ per cent. We expect further reductions over a period of years.

"The hardware man must adjust his prices to meet competition of the mail order houses, even if he has to take a loss at times. We feel that the Association has reached the point where it can do the members the greatest good."

Next came, Governor Oliver H. Shoup of Colorado. "We in America must encourage, by the extension of credits and by greater opportunities, more men to stay in the country," he said in his address. "Our chief duty as citizens is to restore the farmer and the man who is a producer to conditions of life where they are able to sell their products at a profit. The products

of our soil are most important. When the farmer is prosperous, merchants and bankers are prosperous, and everyone is prosperous."

Governors Carey of Wyoming and Mechem of New Mexico were also scheduled to speak, but were called to Washington, D. C., a few days before on government business and were unable to attend the convention.

The report of Secretary-Treasurer W. W. McAllister showed the Association to be in a good condition and that the membership in the last three years had grown from 125 to 315 members.

"Agreements, not arguments, get results," declared Saunders Norvell of New York, formerly of Denver and at one time president of the Norvell-Sharpleigh Hardware Company of St. Louis, Missouri, in his address before the convention Wednesday afternoon.

Thursday, January 26, 1922.

Edward G. Weir, of Dowagiac, Michigan, addressed the Thursday morning session of the convention on salesmanship. He pointed out that sales people reflect the proprietor's attitude and it was up to the owner of the business to see to it that the attitude was the proper one. He said that sales people should be taught how to sell and to profit by their mistakes.

"Whatever gifts a salesman may have he must know his work thoroughly," said Mr. Weir, "as many other strong personalities are competing with him. Selling is the art of conveying suggestion. The salesman should suggest an image of pride in possession and long usefulness rather than that of cost of outlay, of service rather than of details of construction. An indirect suggestion is often more efficacious than a direct one in putting over an important sale."

Thomas H. Witten, of Trenton, Missouri, followed Mr. Weir on the program and gave a very interesting talk in which he urged all to be good American citizens rendering service to their neighbors and fellow citizens. The man who

thinks of nothing but self and making money is to be pitied, according to Mr. Witten.

Albert A. Reed, Denver banker, talked at the final session of the convention explaining in detail the work of the War Finance committee. Mr. Reed is Colorado chairman of the committee.

The following officers were elected for the ensuing term:

President: L. B. WALLACE, Monte Vista, Colorado;

Colorado Vice-President: Rob-ERT L. PATTERSON, Fort Morgan; Wyoming Vice-President: W. L. Kreel, Powell;

New Mexico Vice-President: W. C. RAABE, Albuquerque;

Secretary-Treasurer: W. W. Mc-Allister, Boulder, Colorado (reelected);

Matron: Mrs. MADELINA PRATT, Arvanda, Colorado (re-elected);

Director: N. F. Tomlinson, Raton, New Mexico.

The Resolutions Committee, consisting of A. L. Branson, Thomas M. Hanning, and R. L. Patterson, presented the following resolutions which were unanimously adopted by the convention:

"Believing that the existing high freight rates are one of the principal factors in perpetuating general business depression, be it resolved by this Association that every member wire or write his respective senators and congressmen urging them to exert every means within their power to secure a speedy and reasonable reduction in the present freight schedules particularly those affecting agricultural implements and farm products.

"Some jobbers and manufacturers particularly in the farm implement industry are still making a wrapping and insurance charge on parcel post shipment which charge is resented by our customers. Resolved, that this Association go on record as unalterably opposed to the wrapping charge and to the insurance charge except when so ordered.

"Resolved, that the Association emphatically endorse the action of the National Federation of Implement Dealers in protesting against the public charges of certain government officials and others that the retail implement dealers have held up prices after costs have been reduced as such accusation is not based on facts.

"Every dealer handling farm implements and repairs for same knows that it is very annoying and often exasperating to receive repairs several days before the arrival of invoice covering same thereby often being unable to arrive at a price with which to settle with his customer. We commend the improvement most jobbers and manufacturers have made, in this respect, within the past year and urge those not yet rendering such bills promptly to adopt the spirit of service and follow suit.

"The National Retail Hardware Association and the National Federation of Implement Dealers. To these big organizations we look for the settlement of our grievances—the accomplishment of our just demands. Let us as loyal members of these bodies profit by the careful reading of their separate publications and promptly respond to all communications. Be it resolved, that we enorse the splendid management and pledge our heartiest cooperation to each of these organizations.

"Believing that the Farm Bureau of the United States is pursuing a broad policy in an attempt to alleviate present depressive conditions existing in the agricultural districts of the United States, we reaffirm our endorsement of this organization in the resolutions of this body in convention assembled one year ago and we pledge our support and cooperation in carrying out their important work.

"In accordance with one of the many splendid suggestions made by National President Healy in his masterful address before this body at the Tuesday afternoon session, be it resolved that it is the sense of this Association that we as retail dealers should restrict our purchases to as few lines as is consistent with conservative business merchandise, thereby keeping to the minimum our investment in merchandise.

"Be it resolved that the major part of our next convention be confined to a general discussion, with the members of the Association taking part."

Entertainment Features.

Tuesday night at the Auditorium a lot of fun was gotten out of the initiation of Hardware, Implement, and Paint Club and Association members into the Ku Ku Klub. Ladies and visitors were admitted as spectators.

Wednesday night came the feature event—the Inspiration banquet give in the Auditorium with the Hardware, Implement and Paint Club, an organization made up of jobbers and manufacturers of hardware, implements and paint, as hosts to the men and their ladies attending the convention.

One thousand people attended the banquet and entertainment which was the first banquet every held in the Auditorium and the largest and most elaborate affair of its kind every held in the Rocky Mountain district.

With the banqueters assembled in the theater part of the Auditorium at 7 o'clock the great organ boomed forth the "Stars and Stripes," the stage curtain parted as the lights of the theater were extinguished, and a veritable fairyland garden—filled with long dining tables, gaily and colorfully decorated—was revealed.

Flickering lights of the one thousand candles on the tables made the scene an enchanting one. By degrees the Auditorium lights were turned on until the garden was flooded with light and the diners moved to the feast.

After the banquet the guests returned to the theater where vaudeville acts from the Orpheum theater were given.

Thursday night the Hardware, Implement and Paint Club was host at an informal dance in the Auditorium. The Hardware, Implement and Paint Club and its officers, R., L. Sare, president; H. M. Barton and H. L. Warner, vice-presidents, and Alex S. Smith, secretary-treasurer, certainly come in for a lot of credit for the splendid manner in which the entertainment events were planned and carried out during the convention.

Friday morning the Hardware, Implement and Paint Club met and elected the following officers: C. L. Buck of Lawrence Brothers, president; R. L. Sare of Majestic Range Company, first vice-president; H. M. Barton of McPhee & McGinnity Company, second vice-president; M. D. Marlow of McMurty Manufacturing Company, secretary-treasurer. Sidney Smith of Fairbanks-Morse Company, and J. C. Wilson, Shapleigh Hardware Company, were the two new directors elected.

It is planned to hold the convention again in the Auditorium next year and again to have exhibits. It is probable that only half day sessions will be held next year in order to give more time to the visiting of exhibits.

Fraternal Spirit Characterizes Convention of the West Virginia Hardware Association.

A Helpful Exchange of Ideas on Merchandising Mades the Sessions Pay Big Dividends on the Time Invested in Them.

TIERE is no secret about the phenomenal growth in membership of the West Virginia Hardware Association, which held its Sixtieth Annual Convention and Exhibition, January 31 and Feb-

Even the dullest observer could not fail to perceive that the members acted as one big family in the carrying out of the work of the sessions.

There were no cliques or special



James B. Carson, Re-elected Secretary, West Virginia Hardware Association.

ruary 1 and 2, 1922, in the Market Auditorium, Wheeling, West Virginia.

It is due to the fraternal spirit which animates the organization.

groups keeping to themselves apart from the general assembly.

The exchange of ideas on methods of merchandising was freely made in the intervals between sessions as well as in the discussions during the Convention proper.

A remarkable feature of the Sixteenth Annual Meeting of the West Virginia Hardware Association was the evidence of good feeling and understanding between jobbers and retailers.

Four of the important addresses scheduled on the program were made by men connected with wholesale hardware houses. In each address they displayed a disposition to promote the interests of the dealer and to strengthen the bonds of fellowship between their houses and the members of the Association.

Practical lessons in salesmanship constituted the substance of the annual address of Walter B. Wilson, Clarksburg, President of the West Virginia Hardware Association. The salient paragraphs of his message are as follows:

Extracts From Address of President Walter B. Wilson.

"In my address given before you last year at our Huntington Convention I spoke at length on 'Window Display.' This being a hobby with me I do not want to let this meeting pass without again calling your attention to this feature which is the ONE best asset of your business. Keep your windows working for you all the time.

"This year I am going to ask your patience for only a few moments while I speak about Salesmanship. This feature is without a doubt the most important of any subject which I could touch upon.

"That salesmanship is more important than the making of goods is evident by the fact that the manufacturing of hardware or any allied lines consists 10 per cent manufacturing and 90 per cent salesmanship.

"Almost anybody can make goods but it takes somebody to sell them and that 'somebody' is the man behind the counter—and the man who thinks.

"One of the best assets of a good salesman is a good memory. A salesman should cultivate a good memory for faces. To be able to call a customer by name is the first step toward good salesmanship.

"What constitutes good salesmanship? I have been asked.

"First, it is to win the confidence and respect of your customers. To do this you must know your customers. That is where your memory plays a big part. To sell merchandise that is trustworthy, always representing to your prospect merchandise as it exactly is so that the buyer will not have the wrong idea of what he is getting or expect too much—especially should this be true of the less expensive goods.

"Good salesmanship depends also largely on how prospects are served, the attention they receive, and how your merchandise is shown. Still it is not always the big things a salesman may do which are generally all right, but it is the little things, the little attentions you give your customers that count most.

"There are few people to whom it is not a source of pleasure to be greeted by name when they enter a store. They like personal contact and it adds to his or her sense of importance to be known by name, and they feel more at home in stores where they are known and remembered.

"From a customer's point of view nothing will give a store a black eye quicker than to have a salesman reply in response to a query about goods, 'I don't know.' Your customer will think even if he doesn't ask aloud, 'Well, why don't you know?'

"In these days every one is in a hurry and people don't like to be delayed while a salesman asks some other member of the firm questions he should know himself.

"No man or woman can be successful without enjoying his or her work. It has been said, 'Your work should be so absorbing that other interests are incidental.' If you are a salesman or in any way connected with the merchandising business of this world and do not have enthusiasm, get it. Then keep it. Enthusiasm to a salesman is like gaso-

line to an automobile. The salesman can not 'go' without enthusiasm.

"The salesman who hasn't enthusiasm enough to believe in his job, to believe in the goods he sells, or to believe that he is doing the store's customers a service when he sells them, will not have a very large sales total at the end of the week.

"The unhappiest moment in the day for some salesmen is starting work. The happiest moment is quitting. They will never be anything but clerks and will be the first to be laid off should your force be cut down at any time. Get enthusiasm and keep it.

"To become a really efficient salesman you should constantly make use of the power of suggestion.

"This reminds me of a personal transaction which happened a few days ago. I strolled into a haberdasher's when trade was far from brisk.

"'Want something?' asked the clerk.

"'Yes, give me a collar,' I replied.
I paid for it and walked out.

"The next day I went into another store of the same kind and was approached like this: "'Good morning, Mr. Wilson, what can I do for you today?" I asked for a collar. This salesman immediately offered me two, at the same time suggesting that I could save 5 cents buying them that way, and before I left that store this salesman had sold me a shirt, 2 collars, a tie and half dozen handkerchiefs.

"Think over the articles which you sell that are associated with each other and use the power of suggestion. It will materially increase your sales.

"Every ambitious salesman should read at least two or three trade papers. That is one of the most direct roads to a fat pay envelope. Before the modern trade papers became such a powerful institution, merchants guarded certain 'tricks of the trade' very secretly, but today there are no trade secrets. Why? Because our trade papers don't keep

secrets. Their editors ferret out the best ways of doing business and publish them to the world that all may read.

"Possibly a good suggestion will be appreciated at this time.

"If you who are proprietors or owners of stores will subscribe to several if not every trade paper in your line and as soon as they arrive in the mail go through them, marking in heavy pencil the articles you particularly wish your salesman to see, then see that each member of your force reads them, such method will pay big.

"Honesty, health, ability, memory or knowledge of business and industry are all essential to successful salesmanship, but industry without a doubt is the most important.

"A salesman may be honest, enjoy fine health, possess ability, have a good memory, and have a thorough knowledge of his goods and yet without industry he will be unable to make a success. See that you are industrious. Work every minute during working hours and success will come."

At the close of President Wilson's message to the Convention, came the report of Secretary-Treasurer James B. Carson of Dayton, Ohio, which was received with flattering attention by the assembled delegates. Some of the striking passages of Secretary Carson's annual report are herewith reproduced:

Extracts from Report of James B. Carson, Secretary-Treasurer.

"It is not our purpose in this report to go into detail and tell you of each member who has written our office for some special service, but the fact that many of our members are doing this every month, is the best evidence of the prosperous condition of our association.

"It is the present and future that will count in next year's business. If we made mistakes last year, let's correct them this year and not go on making the same mistakes again. If the business policy we pursued did not bring results, let's try to find out from the other dealer how he managed his affairs.

"This is the real object of this convention. A store that finds itself today on the verge of bank-ruptcy after five prosperous years is like some of the waste land in the western part of our country that has been reclaimed by irrigation. This land had everything needed to raise crops except the one thing, moisture. There was not enough rainfall.

"And so it must have been with the stores mentioned, they may have had everything needed for success except the one thing very necessary, management. Now let's see just how this can be helped. We have carried on all of our printed matter, 'It's the Business of the West Virginia Hardware Association to make better Hardware Merchants' and our constitution says, 'The object of this association is to promote the interest and to secure the friendly cooperation of all Retail Hardware Merchants.'

"Now with this understanding of what our organization is for, we should be able to make an intelligent start to correct mistakes in the conduct of business. But before any fault can be corrected, it must first be acknowledged by ourselves.

"If after taking your inventory, your financial condition in your business is not what you had a right to expect it to be, you should begin at once to take an inventory of yourself and find out where the fault really is.

"Locate it as soon as possible. And here you have the remedy. At this meeting, we have the most successful and prosperous dealers in the state. Get into contact with them. Tell them what your inventory showed and find out how they managed their business.

"Learn all you can from them. They will be glad to give it to you and not in a bragging or boasting way either. Probably in the past, they have gotten information from others in the same way.

"It is the member who is always hunting some way he can help his business to made a better showing the coming year than it did the past, that forges ahead. Get acquainted with the members who always have money to discount their bills and find out how they do it. Make them your friends at this convention and then go back home and begin to think and study just what you can do.

"We hear a lot of talk right now about getting back to normal. What do we want to go back for? Why don't we look to the future and try to figure what conditions we are going to have to meet and then fit ourselves as best we can to meet them?

"We believe this talk comes mostly from people who are or were very well satisfied with themselves; but the civilization of the world has never been advanced by satisfied people. It has been accomplished and is still being made by men of large vision, who saw possibilities and immediately put them in practice and to these men we are deeply in debt for the comforts and happiness of life.

"And so at this convention we have the opportunity to do something for the advancement of our business by making ourselves more capable by finding out what some other dealer is doing.

"This opportunity comes in every conversation you have, in every display you see and in every address you hear. Let's be selfish while we are here and carry back home everything we can, that will help us through the coming year.

"Our directory last year recorded the names of 162 active members, 20 honorary members and 22 traveling members. Our new directory just issued, records the names of 206 active members, 63 honorary members and 114 traveling members. So you see we are gathering together quite a nice little family of people who are interested in the hardware business of West Virginia and we feel sure that the coming year will show still greater growth."

It's not the load, but thinking about it that makes you tired.

Cheerfulness Permeates Annual Convention of Nebraska Retail Hardware Association.

Facing the Future with Smiling Confidence, the Members of the Association Are Going Out for Bigger Business.

A PESSIMIST would have had as much a chance of survival at the Twenty-first Annual Convention of the Nebraska Retail Hardware Association as a cocoa rat chased by an asbestos cat through a Pittsburgh blast furnace.

Gloom, trouble, and dismal fore-bodings could find not the slightest footing among the vigorous and cheerful hardware dealers who attended the sessions, which were held January 31 and February 1, 2, and 3, in the Convention Hall of Lindell Hotel, Lincoln, Nebraska.

All the addresses and informal talks had a buoyancy and positiveness which could not be simulated merely for the purposes of a Convention. They were genuine—part of the character of the hardware people of Nebraska.

A good idea of the spirit which guides the work of the Nebraska Retail Hardware Association may be had from the annual report of its genial secretary, George H. Dietz of Lincoln, Nebraska, which is substantially as follows:

Synopsis of Report of Secretary George H. Dietz.

"We hesitate to approach our members on this occasion with anything but a message of cheer. Therefore, we shall eliminate as much reference to 1921 as posible, and in lieu of the monotony of figures that usually go with a report of this kind we will give you a brief summary of the audit of cash receipts and disbursements for the year 1921 as embodied in a more complete report by Martin, Cole & Buckley, certified public accountants of this city.

"We are not here to tell our troubles but rather to find a solution for them, thus profiting by the experiences of the past and at the same time building for a greater 1922.

"If the year 1921 has not been

all that we hoped it might be, it has not been without its compensations, it has made us better business men. If we failed to learn anything new about our business during this period, we are at least going to be more observant of the old ones we did know, among which might be mentioned, reducing overhead, speeding up turnover, adoption of definite credit terms, better accounting, and store records, taking advantage of the saving and service



George H. Dietz, Re-elected Secretary, Nebraska Retail Hardware Association.

offered by our association, insurance department, and all other association activities.

"During the past year several complaints have reached the office from members with reference to jobber supplying consumers direct. After making personal investigation in each instance we are glad to report that the majority of these complaints were founded on a slight misunderstanding that were successfully adjusted to the ultimate satisfaction of all concerned.

"However, there are still two complaints which in our opinion are abundantly justified. The conditions surrounding a situation of this kind are most annoying to any legitimate hardware dealer and we have about arrived at the conclusion that the only remedy lies in confining our business entirely to such houses that do protect our interests.

"Our office rendered 370 special services to members during 1921 indicating that only about one-half of the membership have availed themselves of the possibilities in this one department.

"We are constantly adding to our files valuable data of information that is yours for the asking, and is sure to pay a good dividend on the membership investment, so do not hesitate to call on us when we can be of any service along this line.

"Inquiries need not be confined strictly to hardware matters, for example, only last week H. M. Ingram of Axtell wrote us regarding a gas rebate due his mother for the years 1909 and 1910 during her residence in Lincoln.

"We immediately took the matter up with the gas company, collected the overcharges, and sent the check on to Mr. Ingram with our reply the same day the request was received.

"The results of our group meetings of which 20 were held during the past year was most gratifying. The meetings were held in the larger towns outside of Omaha and Lincoln with an average attendance of 25 dealers.

"So many have expressed their appreciation of this New Association activity that we feel justified in submitting to you the information that the group meetings went over big and that our plans contemplate holding as many during the present year as the interest and cooperation of members will warrant.

"With the proper cooperation from members there should be no limit to the possibilities of an organization such as ours. There isn't anything our office will not undertake to do for members providing it is legitimate when asked to do so.

"If we can't help you we will an-

swer your letter and frankly say so. However, our records show that this is infrequently necessary. Our office also maintains an employment department and can usually put you in touch with store help by return mail."

The much abused adjective "unique" may be applied with accuracy to the entertainment feature of this year's program of the Nebraska Retail Hardware Association. It was held Thursday evening, February 2nd, in the rooms of the Lincoln Chamber of Commerce, and was called the Corn Eaters' Show.

Whimsical, amusing, and full of laughter was the cast of characters.

Officers for the ensuing term were elected as follows:

President, S. R. Derryberry; first vice-president, F. M. Housh; second vice-president, ED Lehm-kuhl; secretary, George H. Dietz, re-elected. Directors: L. W. Harrington of Pawnee City, C. W. Force of Oakland, and C. A. Johnston of Omaha.

Suggestions and Plans for Window Displays.

Instructive Examples from Exhibits in AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition.

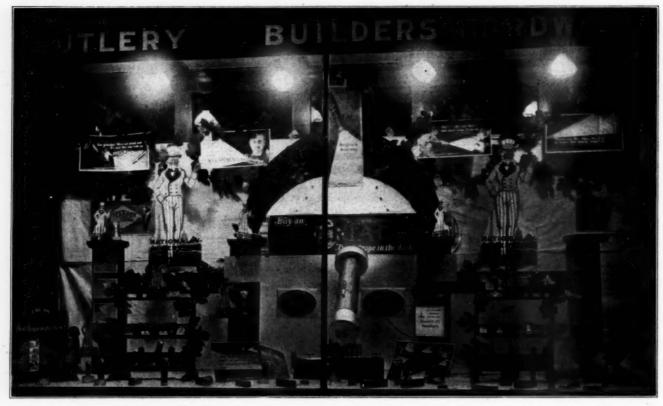
DESIGNS GAINFUL DISPLAY OF FLASHLIGHTS.

A good way to sell things is to show the uses for which they are intended.

Next to actual demonstration of this sort come pic-

Mr. Saur makes intelligent effort always to get the utmost value out of the advertising helps supplied by the manufacturers.

In the window display under discussion he gives an example of effective use of advertising helps. The



Window Display of Electric Flashlights, Devised and Pu: in Place by E. A. Saur, 1410 Yale Place, Minneapolis, Minnesota.

tures, which give a clear idea of the commodity in action.

This principle of salesmanship is exploited to good advantage by E. A. Saur, 1410 Yale Place, Minneapolis, Minnesota, in the window exhibit of nationally advertised electric flashlights reproduced in the accompanying photograph.

illustrated placards supplied by the manufacturer show the convenience and need of the flashlights.

Considerable ingenuity is brought to bear by Mr. Saur in designing the central feature of this window display.

As he describes it, the background was of white cloth. The woodwork was covered with black cloth

and decorated with flashlights. The large flashlight in the center of the window was made of stove pipe thimbles, flue stops, flue collars and pipe.

The large automobile light reflector was placed in the rear of the pipe and a 75 watt electric lamp was used for the purpose of illumination and to produce a realistic effect.

The Uncle Sam cut-outs were used with "Nationally Advertised" and "For Sale Here" signs.

On the stands to the left and right of the window were displayed various forms and shapes of flashlights so that an observer attracted by this window arrangement could see at a glance the extent of variety of the stock of flashlights carried by the store.

At the risk of seeming to indulge in needless repetition, it should be stated here that the highly important thing in window displays is to emphasize the established reputation of the commodities on display and use the manufacturers' advertising helps. Goods of unknown brands which are coming in and out of the market and which have no stability and no reputable backing of use, manufacture, and steady publicity, may be bought at a less cost than some advertised goods.

But the profit made from them is swallowed up in the losses incurred by dissatisfaction among customers who have bought such obscure brands.

National advertising compels the manufacturer to maintain standard. He spends big sums of money upon publicity and the money would be lost if the people did not buy the goods which he advertises. They will not buy the goods if the goods are not of uniform quality. They may buy once, but they will not repeat.

Hence, apart from all ethical considerations and motives, the manufacturer is forced to maintain high standards.

The hardware dealer should take advantage of these facts in arranging his window displays.

Window Display Competition Gives Needed Training.

That window displays are considered of first importance was strongly brought out by President Walter B. Wilson of the West Virginia Hardware Association in his annual message to that organization this week in Wheeling, West Virginia.

Window advertising is a major factor in gainful merchandising.

It requires training and study.

The best way to get that training and study is through AMERICAN ARTISAN AND HARDWARE RECORD Window Display Competition, which is now under way, and the weekly examples of and comments on window displays.

It is easy to participate in this contest. The regulations governing the competition are herewith appended:

Award of Prizes.

The prizes will be awarded as follows:

First prize, \$50.00 in cash, for the best photograph and description received of window display of hardware or kindred lines.

Second prize, \$25.00 in cash, for the photograph and description second in merit.

Third prize, \$15.00 in cash, for the photograph and description third in order of excellence.

Fourth prize, \$10.00 in cash, for the photograph and description fourth in degree of worthiness.

Conditions of Competition.

The conditions of the competition are as follows:

The photograph must be accompanied by descriptions of how the window displays were arranged and the materials used.

The description is important and hence should be adequate.

These photographs and descriptions may be sent by mail or express, charges prepaid, and must reach this office not later than April 15, 1922.

Address all photographs and descriptions to American Artisan and Hardware Record Window Display Competition, 620 South Michigan Avenue, Chicago, Illinois.

Each photograph and description must be signed by a fictitious name or device and the same name or device must be put in a sealed envelope containing the real name and address of the contestant.

This sealed envelope is to be enclosed with the photograph.

Contestants are permitted to enter as many photographs of displays as they please.

A Competition Committee of three will be appointed.

One of them will be an expert window dresser and one an experienced hardware man.

This committee will pass upon the merits of all photographs and descriptions received, without knowing the names or addresses of the senders, and will decide the winners of the competition.

AMERICAN ARTISAN AND HARD-WARE RECORD reserves the right to publish all photographs and descriptions submitted.

Buys Stock of Southern Hardware and Supply Company.

The entire stock, equipment and good will of the Southern Hardware Company, St. Louis, Missouri, have been purchased by the Geller, Ward & Hasner Hardware Company of that city.

It is the intention of the purchasers to give the former customers of the Southern Hardware & Supply Company prompt and cordial service in every way.

Gets a Good Mechanic Through Ad in AMERICAN ARTISAN.

To American Artisan and Hardware Record:

Please omit our advertisement from your valuable paper. We have secured a very good mechanic through your kind efforts and we herewith extend to you our best wishes. Thanking you most sincerely, we remain

Yours truly,

GEIER & PEPPLER.

—, Illinois, January 26, 1922.

Coming Conventions

Convention To Organize New Jersey State Association of Sheet Metal Contractors, February 9th, Stacy-Trent Ho-tel, Trenton. The National Secretary, Edwin L. Seabrook, will represent the National Association.

Michigan Retail Hardware Associa-Renigan Retail Hardware Association Convention and Exhibit, Grand Rapids, Michigan, February 7, 8, 9 and 10, 1922. Karl S. Judson, Exhibit Manager, 248 Morris Avenue, Grand Rapids, Michigan. A. J. Scott, Secretary, Marine City, Michigan.

Oklahoma Hardware and Implement Association Convention and Exhibition, City Auditorium, Oklahoma City, Oklahoma, February 7, 8, 9, and 10, 1922.
W. B. Porch, Secretary-Treasurer, Oklahoma City.

Wisconsin Retail Hardware Association Convention and Exhibition, Milwaukee, February 8, 9, 10, 1922. P. J. Jacobs, Secretary, Stevens Point, Wisconsin.

North Dakota Retail Hardware Association Convention and Exhibition, Minot, North Dakota, February 8, 9, and 10, 1922. Charles N. Barnes, Sec-retary, Grand Forks, North Dakota. Pennsylvania and Atlantic Seaboard

Hardware Association, Inc., Convention and Exhibition, Philadelphia Commercial Museum, Philadelphia, February 13, 14, 15, 16, 17, 1922. Sharon E. Jones, Secretary, 1314 Fulton Building, Pittsburgh

California Retail Hardware and Implement Association, San Francisco, California, February 14, 15 and 16, 1922. Le Roy Smith, Secretary, 1112 Market Street, San Francisco, California.

Illinois Retail Hardware Association Convention, Hotel Sherman, Chicago, February 14, 15, 16, 1922. Leon D. Nish, Secretary, Elgin, Illinois.

Minnesota Retail Hardware Association Convention, St. Paul, February 14, 15, 16, 17, 1922. H. O. Roberts, Secretary, 1030 Metropolitan Life Building, Minneapolis, Minnesota.

Ohio Hardware Association Convention and Exhibition, Columbus, February 14, 15, 16, 17, 1922. Headquarters, Deshler Hotel. Exhibition, Memorial Hall. James B. Carson, Secretary, 1001

James B. Carson, Secretary, 1001
Schwind Building, Dayton, Ohio.
Convention To Organize Oklahoma
State Association of Sheet Metal Contractors, February 15th, Hotel Huckins, Oklahoma City, John H. Hussie, Oma-ha, Nebraska, will represent the Nation-

al Association.
Convention To Organize New York
State Association of Sheet Metal Contractors, February 16th, Hotel Utica,
Utica. The National Secretary, Edwin
L. Seabrook, will represent the National Association.

Connecticut Hardware Association,

Connecticut Hardware Association, Hotel Bond, Hartford, February 16 and 17, 1922. Henry S. Hitchcock, Secretary, Woodbury, Connecticut.

Iowa Retail Hardware Association Convention and Exhibit, Coliseum. Des Moines. Iowa, February 21, 22, 23, and 24, 1922. A. R. Sale, Secretary-Treasurer, Mason City, Iowa.

Michigan Sheet Metal Contractors' Association, Jackson, Michigan, February 21, 22 and 23, 1922. Frank E. Ederle, Secretary, 1121 Franklin Street, S. E., Grand Rapids, Michigan.

Missouri Retail Hardware Association Convention and Exhibition, St.

Louis, Planters Hotel, February 21, 22, 23, 1922. F. X. Becherer. Secretary, 5106 North Broadway, St. Louis, Missouri.

New England Hardware Dealers' Association Convention and Exhibition, Paul Revere Hall, Mechanics' Building, Boston Massachusetts, February 21, 22, 23, 1922. Geo. A. Fiel, Secretary, 10 High Street, Boston.

Virginia Retail Hardware Association, Roanoke, Virginia, February 21, 22, and 23, 1922. Thomas B. Howell, Secretary, Richmond, Virginia.

South Dakota Retail Hardware sociation Convention and Exhibition, Mitchell, South Dakota, February 21, 22, 23 and 24, 1922. H. O. Roberts, Sec-retary, 1030 Metropolitan Life Building,

Minneapolis, Minnesota.

New York State Retail Hardware Association Convention and Exhibition, Rochester, February 21, 22, 23, 24, 1922. Exhibition at Exposition Park. Headduarters and sessions at Powers Hotel.
J. B. Foley, Secretary, 412-413 City
Bank Building, Syracuse, New York.
Sheet Metal Contractors' Association

of Illinois, Rock Island, March 8 and 9, 1922. G. J. George, Secretary, 523 East Jefferson Street, Springfield, Illinois. Master Sheet Metal Contractors' As-

sociation of Wisconsin, Milwaukee, Wisconsin, March 15 and 16, 1922. Oscar A. Hoffmann, Secretary, Mil-Oscar A. Hoffmann, Secretary, Mil-waukee, Wisconsin. North Carolina Sheet Metal Contrac-

tors' Association, Greensboro, North Carolina, April 6, 1922. George L. Ray,

Secretary, Charlotte, North Carolina. National Warm Air Heating and Ventilating Association, Cleveland, Ohio, April 19 and 20, 1922. Allen W. Williams, Secretary, Thompson Building, Columbus, Ohio. Realty

Old Guard Southern Hardware Sales

Old Guard Southern Hardware Saleşmen's Association, New Orleans, Louisiana, April 20, 1922. R. P. Boyd, Secretary-Treasurer, Knoxville, Tennessee. Southern Hardware Jobbers' Association, St. Charles Hotel, New Orleans, Louisiana, April 19, 20, and 21, 1922. John Donnan, Secretary, Richmond, Virginia.

ginia.
American Hardware Manufacturers'
Association, Spring Meeting, St. Charles
Hotel, New Orleans, Louisiana, April 19,
20, and 21, 1922. Frederick D. Mitchell,
Secretary-Treasurer, 4106 Woolworth
Building, New York City.
Missouri Sheet Metal Contractors' Association, Joplin, Missouri, April 28,
2725

sociation, Joplin, Missouri, April 28, 1922. Otto E. Scheske, Secretary, 2725 Morgan Street, St. Louis, Missouri.

Panhandle Hardware and Implement Association, Amarillo, Texas, May 8 and 9, 1922. C. L. Thompson, Secretary, Canyon, Texas.

Southeastern Retail Hardware and Southeastern Retail Hardware and Implement Association, Convention and Exhibit, May 9, 10, 11, and 12, 1922, Chattanooga, Tennessee. Walter Harlan, Secretary, 460 St. James Building, Jacksonville, Florida.

Western Warm Air Furnace and Supply Association, Indianapolis, Indiana, May 15, 1922. John H. Hussie, Secretary, 2407 Cuming Street, Omaha Nebraska.

Omaha, Nebraska.
Sheet Metal Contractors' Association of Indiana, Indianapolis, Indiana, May 15, 1922. Ralph R. Reeder, Secretary, 312 East Sixteenth Street, Indianapolis, Indiana.

Hardware Association of the Carolinas Convention, Winston-Salem, North Carolina, May 17, 18, 19 and 20, 1922. T. W. Dixon, Secretary-Treasurer, Charlotte, North Carolina.

National Association of Sheet Metal Contractors' Convention and Exhibition in the Cadle Auditorium, Indianapolis, Indiana, May 16, 17, 18, and 19, 1922. Edwin L. Seabrook, Secretary, 608. Chestnut Street, Philadelphia, Pennsyl-

Mississippi Retail Hardware and Im-Mississippi Retail Flattware and Implement Association Convention and Exhibit, Fair Grounds, Jackson, Mississippi, May 24, 25 and 26, 1922. Headquarters, Heidelburg Hotel. E. R. Gross, Secretary-Treasurer, Agricultural College, Mississippi.

National Retail Hardware Association, Chicago, Illinois, June 19, 20, 21, 22 and 23, 1922. Headquarters, Hotel Sher-man. Herbert P. Sheets, Secretary-Treasurer, Argos, Indiana.

Associated Advertising Clubs of the World, Milwaukee, Wisconsin, June 11, 12, 13, 14 and 15, 1922. Carl Hunt, Secretary, 110 West 40th Street, New York City.

Master Sheet Metal Contractors' Association of Ohio, Zanesville, Ohio, July 18 and 19, 1922. W. J. Kaiser, Secretary, 123 East Chestnut Street, Columbus, Ohio.

Retail Hardware Doings

Illinois.

A deal was closed whereby D. A. Adamson sold his interest in the hardware firm of Adamson and Long of Moweaqua to his partner, Harry Long.

George A. Essig has purchased the hardware store of Brazelton and Smith on West Main Street, St. Charles.

Iowa.

The firm of Koob and Devaney of Cascade has dissolved partnership. J. H. Devaney purchased the interest of his partner, P. A. Koob. Mr. Devaney will continue the business under the name of

Devaney and Sons.
C. R. Nelson is now sole owner of the hardware store at Hopkinton. His part-ner, R. J. Milroy, with whom he has been associated for fifteen years, ex-changed his interest for Missouri land.

Kansas.

Harry F. Williams, E. M. Williams, and Merle Williams have purchased the Thompson Hardware Company at Ness City. The firm name has been changed to Williams Hardware Company.

Michigan.

The hardware firm of Litle and Johnson, South Superior Street, Albion, has dissolved partnership, George M. Johnson retiring.

Minnesota.

The hardware firm of Judd Wright and Son at 714 Laurel Street, Brainerd, has enlarged its space and will add many new lines including stoves and ranges.

Missouri.

Preparations for the new hardware store at Bramson are being rapidly pushed to completion by Oscar Evans, who is to be the proprietor.

Ohio.

W. W. Barnett has sold his hardware business at Jamestown to Orvin Glass.
William Goldstein of 76 Bridge Street,

Struthers, has sold his hardware stock to C. P. Malona and E. L. Hull of Youngstown. The new firm will operate under the name of Malona and Hull Hardware Company.

Study and Interpretation of Advertisements.

You Can Make Your Advertisements More Gainful by Avoiding the Faults and Profiting by the Good Qualities of Others.

You can keep at least one lap ahead of starvation by using a sharp pointed stick for plowing and cultivating land.

But you will not have any margin of profit for buying such luxuries as T-bone steaks, madras shirts, fiber silk stockings, and fivecent magazines.

The hardware dealer who carries on his business with goods of unknown or unadvertised brand is in pretty much the same position as the fellow that tries to make a living out of a piece of ground without using modern farm tools.



You can probably make enough profit to buy a new pair of overalls once in a while and pay your gas bills.

But you'll never make enough to attend conventions and get sufficiently acquainted with your banker to call him by his first name.

What's the use, therefore, of wasting a lot of energy, time and lung tissue in trying to do a work which is already done for you much better than you could do it yourself.

When you handle nationally advertised goods, more than half the work of selling is already performed for you through sustained publicity and maintained quality.

In the advertisement reproduced herewith from the *Bellingham Her*ald, Bellingham, Washington, the Morse Hardware Company, has the advantage of the accumulated influence of persistent national advertising to give pulling power and finality to its local publicity.

Almost everyone knows something about the AutoStrop Safety Razor. Its merits have been presented in hundreds of different ways through newspapers, magazines, and periodicals of various kinds.

Therefore, in advertising the AutoStrop Safety Razor, the Morse Hardware Company is letting the people know that it is prepared to serve them with this standardized product.

People who have been reading about this safety razor learn that it can be had at the Morse Hardware Company's store and are, therefore, easily influenced to make purchases as a consequence of reading this advertisement, plus the general publicity which is back of it.

A careful scrutiny of hundreds of retail hardware advertisements from all sections of the country discloses the somewhat disappointing fact that the majority of hardware dealers do not feature stoves and ranges among staple commodities in advertising.

Therefore, there is a lesson worth taking to heart in the advertisement of Austin Hardware Company, reprinted herewith from the *Terre Haute Post*, Terre Haute, Indiana.

Electric lighting fixtures and washing machines are in the same copy with fire place goods and heating stoves.

The impression conveyed by this grouping of commodities is positive and helpful.

There is no clashing of one commodity with the other—all are serviceable in the home.

Prices and range of prices are quoted in plain figures. The savings to the customers of the store are evident. A commendable feature of this advertisement is the printing in large type of the price of a washing machine, namely, \$100.

There are many retailers who imagine that the statement of so



relatively big a sum discourages rather than attracts prospective customers

This, however, is not true, even with reference to people working for moderate wages.

This aspect of the matter is emphasized in the text immediately following the illustration of the washing machine with the sentence, "Fits the Modest Purse."

Additional strength is given to this straightforward publishing of prices by the offer of easy payments, thus putting the goods within the reach of practically all the honest folk in the community.

Gives Correct General Accounting Methods Necessary for Process of Cost Finding in the Furnace Industry.

The Cost of Furnaces Must Be According to Style and Include the Cost of Metal, Castings, Mounting, and Crating and Packing.

Written for American Artisan and Hardware Record by Richard George Bock, Manager System Staff, Bock, Stockton & Thomas Chicago, Illinois.

THE primary purpose of any manufacturing business is to produce at a cost that permits the sale at a price which includes profit.

Profit is the difference between selling price, and a cost that includes the representative value, of not only producing but marketing as well.

Broadly speaking, we may then consider a manufacturing business as including two main functions, namely, producing and marketing.

In determining the cost of furnaces we will consider the representative value included in the furnaces up to the time that they are placed in the warehouse for distribution, as manufacturing cost and any expense from there on as that of marketing.

Marketing then includes the administrative, selling and shipping divisions of the business.

Before getting into the methods of cost finding let us determine what it is we want to find cost of and what detailed information relative thereto will be most valuable.

Costs in order to be valuable and correct must permit of a direct identification to our product, step by step during the entire process of manufacture.

In order to determine this let us take our product as we find it in the warehouse and dissect it.

The furnace generally consists of two main parts, the casing and the furnace proper.

The cost of casings should be specific, that is the material, labor and expense incurred in producing the casings will be directly identified with the product in accordance with the manner in which they are manufactured.

This would ordinarily be in lots of certain quantities of each style of casing.

The cost of furnaces must be by style and include the cost of metal, castings, mounting, and crating and packing.

Our costs, as mentioned before, must permit of analysis at any stage of manufacture.

We will want to know the cost of the pig iron and scrap that enters the cupola, the labor and expense incident to melting our iron and the pounds of good castings produced therefrom.

Our castings cost, in a similar way should reflect the labor, metal costs, and molding and cleaning expense.

Of bad castings we should know that the proper division is made between company and molder's loss.

These losses should be watched and the cause therefor determined whether it is due to the patterns, poor molding, bad iron or what not.

Breakage, whether in the mill room, mounting or packing room should be known.

This is a very important item of expense incurred in the manufacture of warm air heaters which should not be overlooked.

The cost of mounted or assembled furnaces, includes the cost of the component castings and supplies, labor and mounting room expense.

Together with the detailed cost information we must have a monthly balance sheet and operating statement, which can very easily be prepared when proper cost methods are

A close coordination should exist between the points of production and management control.

This can be facilitated to a large extent by means of a production control board, reflecting a predetermined schedule of production and the result of activities.

A manufacturing business must have a predetermined schedule of production or there is apt to be a tendency to let the plant run itself.

This is a very important item when taken into consideration from the standpoint of keeping costs

Correct General Accounting Methods Necessary Before Costs Can Be Controlled.

The chart of accounts is the skeleton or framework around which the entire accounting system is developed.

It consists broadly of a proper classification of Asset, Liability and Income and Expense Accounts.

A proper classification of accounts facilitates matters from a bookkeeping standpoint and induces the general ledger bookkeeper to consider this record as a representative picture of the business, rather than a jumbled up mass of accounts.

The following chart of accounts will be explained and referred to throughout these articles:

Assets.

Current Cash-Imprest Fund, Cashier. In Banks.

(An account with each Bank). Notes Receivable-

Customers' Notes. Less; Customers' Notes Discounted. Personal Notes (an account with each individual or firm)

Accounts Receivable— Customers' Accounts. Less; Allowance for Doubtful Ac-

Personal Accounts (an account with each individual or firm). Inventories

Raw Material. General Supplies and Stores. Work in Process. Rough Casting Stores.

Finished Product.

Investments Stocks and Bonds (an account with each issue.). Permanent-

Land. Buildings. Machinery and Equipment. Foundry Equipment. Patterns Dies and Tools.

Office Furniture and Fixtures Less; Allowance for Depreciation (an account with each of the above except land).

Other Assets-

Patents.
Less; Allowance for amortization.

Deferred— Prepaid Insurance. Prepaid Interest.

Liability Insurance Deposit.

Liabilities.

CURRENT.

Notes Payable-Banks. Individuals.

Purchased Material and Supplies.

Accounts Payable—
Material, Supplies, etc.

Dividends Payable—

Declared on Capital Stock.

Accruals-Labor. Salaries. Taxes.

Compensation Insurance.

Interest. Reserves-

Reserve for Income and Excess Prof-

its Tax. Less; Unissued Capital Stock. NOMINAL.

Capital Stock-

Capital Stock Authorized. Less; Unissued Capital Stock.

Profit and Loss Allocation Account. Surplus

Surplus Adjustment Account.

Income and Expense.

Sales-Pipe. Pipeless. Repairs.

Miscellaneous. Less Returns (an account with each). Allowance (an account with each).

Cost of Sales-

Pipeless. Repairs. Miscellaneous. Other Income-Interest Earned.

Discounts Earned. Other Deductions-Interest Paid

Discounts Allowed. Charity and Donations.

Accruing Manufacturing Costs— Metal. Labor. Material.

Manufacturing Expense, Controlling Account. Accruing Commercial Costs-

Administrative Expense, Controlling Account.

Selling Expense, Controlling Account. Engineering Expense, Controlling Ac-

Shipping Expense, Controlling Account.

The above classification is hypothetical. Sales should be classified according to individual requirements.

Departmental Classification.

Productive-1. Cupola.

Molding. Core Room. Cleaning.

Mounting. Grinding and Assembling.

7. Painting.

8. Packing and Crating.

10. Tin Shop. 12. Pattern Shop. Non-Productive

Stores 21. Raw Material. Supplies. 23.

Castings 24. Finished Product. Pattern Storage.

26. 26. Heating and Power Plant. 29. General Factory.

Commercial— 30. Administrative. 31. Selling. Engineering. 35. Shipping.

Invents an Efficient Warm Air Heater Damper.

Several desirable advantages are claimed for the new warm air heater damper manufactured by Harry L. Wood, Vice-President and General Manager of the Premier Warm Air Heater Company, Dowagiac, Michigan.

A good idea of the construction of this damper can be had from the accompanying illustration.

The combination of a flue and a damper controlling the flue, of a

1.402.824 Tig. 2.

vertical stem carrying the damper and having journal portions engaged in the top and bottom of the flue, the upper journal portion being tapered inwardly and the corresponding bearing being similarly shaped to form a seal against leakage from the flue, are the main features of this device.

The invention is said to enable the "Premier" warm air heater to burn practically any grade of fuel without smoking out the door when firing.

Moreover, it is declared to have an advantage in the starting of the fire by bringing about a direct draft to the smokepipe, thus producing quicker results.

Makes Warm Air Heater of Simplified Design for Dealers.

The warm air heater which has a heavy cast iron goose neck flue in place of the conventional radiator is presented to the trade by the Peerless Foundry Company of Indianapolis, Indiana, in the type known as "Pleasant Home," shown in the illustration herewith.

It is claimed for the heavy cast iron goose neck flue that it permits long fire travel so that the heat units are completely extracted before the smoke enters the chimney.



Simplified Design of "Pleasant Home" Warm Air Heater.

This "Pleasant Home" heater is a simplified design manufactured for Peerless dealers to meet a growing demand for a warm air heater for moderate size homes at a low price.

The ease of installation, reliability, service and comfortable warmth under all conditions are the advantages claimed for this type of warm air heater.

Special literature and terms to dealers may be obtained by writing to the Peerless Foundry Company, 1853-1955 Ludlow Avenue, Indianapolis, Indiana.

You'll save a lot of time and money by advertising nationally They are known commodities. easier to sell, and they stay sold.

Practical Helps and Patterns for the Tinsmith.

Aids to the Improvement of Craftsmanship and Business. News from Various Branches of the Sheet Metal Trade.

PATTERNS FOR IRREGULAR TRANSITION FITTING TO A TROUGH.

By O. W. Kothe, Principal St. Louis Technical Institute, St. Louis, Missouri. Written especially for American Artisan and Hardware Record.

Our sketch shows a trough which

ber of equal spaces, drawing lines to the corner B and C as shown.

To set out the true lengths, draw a line as H-T to equal the height or length of the transition and then pick the plan lines as B-1-2-3-4 and set them in diagram as T-1-2-3-4.

Also pick the lines C-4-5-6-7 and set as T-4-5-6-7.

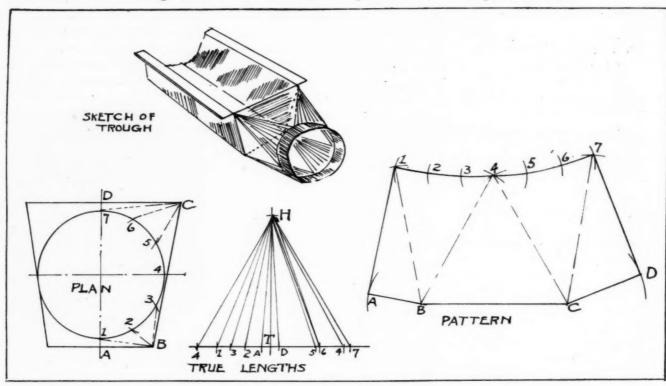
If desired, the top and lines as

ing B as center, cross arcs in point 3.

After this, pick line H-5 from diagram and using C as center, cross arcs in point 5 as shown.

Repeat in this way until points I and 7 are established.

Then pick the bottom line A-B and also the top line C-D and set in pattern as shown.



Patterns for Irregular Transition Fitting to a Trough.

has a transition placed on each end of it. The idea is to catch the oils or substances running through machines.

Even though the bottom is smaller than the top, which gives the shape as our plan drawing, we can associate this evenly with a square to round transition treatment.

So, first draw the plan making the measurements of the base together with the height, and the flare of the sides, and the length of the top as specifications call for.

Then describe the round base wherever it should be and divide one-half of the circle in any numI-A and 7-D can be taken and set in diagram as T-A and T-D. When lines are drawn to H we have the true lengths.

To set out the pattern, draw any line as B-C equal to that line in plan.

Then pick true length H-4 to the left and using B as center, strike arc as at 4.

Next pick true length H-4 to the right of diagram and using C as center, cross arcs in point 4.

Now describe arcs 3 and 5 to equal the spaces 4-3 and 4-5 of plan.

Then pick true lengths H-3 us-

Pick the lines H-A and set as I-A in pattern and then pick H-D and set as 7-D in pattern and this gives the half pattern. Laps must be allowed for riveting.

North Carolina Sheet Metal Men Form State Association.

Sheet metal contractors from practically every part of the State assembled in Raleigh, North Carolina, Wednesday, January 19th, for the purpose of forming a State organization of the trade.

The gathering had the advantage of the counsel and experience of Edwin L. Seabrook, Philadelphia, Pennsylvania, Secretary of the National Association of Sheet Metal Contractors, in the work of shaping the new Association.

Charles R. Demuth of Baltimore, Maryland, gave an instructive address on the practical benefits to be obtained from membership in a trade organization and showed how a state association would help solve many of the difficulties encountered by the individual sheet metal contractor.

The possibilities of developing the warm air heater branch of the sheet metal trade in North Carolina were clearly outlined by P. G. Langley of Greensboro, North Carolina.

Using a large illustrated chart, National Secretary Seabrook explained in clear and interesting language how to determine the cost of doing business.

A permanent organization was formed and officers elected for the coming year as follows:

President: J. L. CARTLAND, Greensboro:

Vice-President: H. T. KING, Wilmington;

Secretary: George L. Ray, Charlotte;

Treasurer: Walter Budd, Durham.

Directors: W. H. ARTHUR, Asheville; J. E. STEVICK, Raleigh; S. B. PARKER, New Bern; S. P. WALLER, Kinston; H. C. CRABTREE, Hamlet; H. T. KLUGEL, North Emporia, Virginia.

Will Organize Four More State Sheet Metal Associations.

Advices from Edwin L. Seabrook, Secretary of the National Association of Sheet Metal Contractors, announce that conventions for the purpose of organizing state associations of sheet metal contractors will be held as follows:

New Jersey: Trenton, Thursday, February 9th, Stacy-Trent Hotel. The National Secretary will represent the National Association.

Oklahoma: Oklahoma City, Wednesday, February 15th, Hotel Huckins. John H. Hussie, Omaha, Nebraska, will represent the National Association.

New York: Utica, Thursday, February 16th, Hotel Utica. The National Secretary will represent the National Association.

Wants to Know How to Silence a Blower.

To American Artisan and Hardware Record:

I would like to know how to silence a blower and where properly to install same so that it would be as noiseless as possible.

It is at present installed under the stairway in a church but the

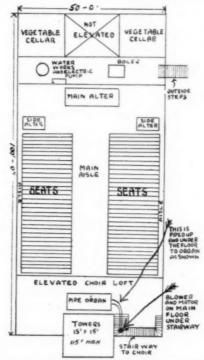


Diagram Illustrating Problem of Silencing a Blower.

noise is too great and it can't be used.

This church is about three feet off the ground and is dry, the basement being well drained.

The building is of good brick construction and the ceiling inside is about thirty-five feet high in the center.

There is a basement in the rear of the church, also a large tower close to the pipe organ.

The cost would be of no object, but it must be practically noiseless.

From the enclosed sketch you will see the present location of

blower and motor which drives it directly, also measurements.

Any answers to solve the above will be appreciated by

Yours for business,

Louis I. Drackert.

-, Missouri, January 28, 1922.

Gerock Calendar Is a Work of Art in Metal.

Friends and patrons of the Gerock Brothers Manufacturing Company, St. Louis, Missouri, will welcome with much pleasure the basrelief oxidized sheet metal plate which serves as a holder for the calendar which the company is issuing for the year 1922.

After it has served its purpose as a calendar holder, it will be treasured by sheet metal contractors as a work of artistic advertising. The metal plate measures 14 by 10 inches and has a reproduction of the Statue of Liberty in strong basrelief, running along the right side.

The calendar bears the name of Gerock Brothers Manufacturing Company at the top in raised oxidized copper letters.

To the left of the reproduction of the Statue of Liberty, in raised letters are the words: "Sheet metal ornaments and statuary detail work a specialty."

As an example of the artistic possibilities of sheet metal, this plate is worth preserving and deserves to be conspicuously displayed in the sheet metal shop.

Additional Zideck Articles Are in Preparation.

The highly instructive and clearly written articles by E. E. Zideck, of the Zideck School of Sheet Metal Trades, New York City, have proved of great help to sheet metal works desiring to learn radiator repairing.

Additional articles by Mr. Zideck are in course of preparation and will be published in these pages.

The real problems and the fine points of merchandising are at the selling end of it.

Stub Borne's Shop Looks Like a Dumping Place for Old Metals, and It Advertises Him with Bad Effect.

Until Greenberg Opened His Eyes to the Facts, Stub Did Not Believe That There Was Such a Thing as Destructive Publicity.

Written Especially for American Artisan and Hardware Record by J. C. Greenberg, Cleveland, Ohio.

L AST Sunday, I was in my room at the hotel, when my telephone bell rang, and my friend, Stub Borne, was on the other end.

He was as cheerful as a sparrow. He suggested that we go out for a ride into the country in his flivver, and having nothing else to do, I consented to go.

In a little while he was in my room, and we sat down for a few minutes to talk and exchange greetings.

One word led to another, and finally we got to talking about advertising.

I am a sort of a crank about advertising, and got real interested in the subject. Stub was of the opinion that advertising was a waste of time and effort and money.

"Just why do you think so?" I asked Stub. "Just why do you say that advertising is a waste of money? Do you not realize that all merchants advertise, and if it were bad, why do they do it?"

"For merchants in department stores," Stub argued, "it has become a matter of belief, not actual facts. They can not tell whether it does them good or not. If people have lots of money, they buy. If not, they do not buy. It is the same in the sheet metal business. If people have money to fix up their homes, advertising will not help them. They want to do so in the first place. If they have no money, no amount of advertising will make them want to spend money, because they have not got it."

"Now then, Stub, tell me," I asked, "do you ever advertise any at all?"

"No, I do not, for reasons already stated," Stub answered.

"Suppose then," I went on, "I convince you that you do adver-

tise. Suppose I prove to you that you advertise in spite of your opin-ion—then what?"

"There is no answer to your question," Stub replied with confidence.

"Oh, yes, there is," I replied with assurance. "You do advertise. You are advertising every day, but you can not see it. Every man advertises himself and his business. You, Stub, are like all other sheet metal men. You advertise very much, and are really losing money by your kind of advertising."

"I do not understand you at all," Stub answered in a puzzled manner. "If I do advertise, I am not paying for it, and if I am getting advertising matter in my favor, I do not know about it. Just what do you mean?"

"I mean, Stub," I answered, "that you are advertising your business to the public. In the first place, you are not in the public eye. You do not mix with the activity of your town. Your name is not known, and is in itself a bad advertisement. Your shop is a poor looking dump that is a shame to the neighborhood. That is advertising of the poorest kind. Your shop is known amongst the sheet metal shops as a junk shop. How do they know it if not by the advertising you give it——."

"Hold on a minute," Stub protested, "just hold your horses. I am talking about real public advertising, not personal opinion."

"So am I, Stub," I smiled. "This action of yours concerning your shop and conducting your business is public opinion. The people know just what kind of business you are conducting. How do you suppose I found it out? It is your indirect advertising. Every habit you have, advertises you to the public. Pub-

licity of any kind is advertising, and it is up to you to change it, if you do not like it. Change your advertising matter."

"That has nothing to do with advertising at all," Stub insisted.

"Oh, yes, it has, Stub," I continued. "Anything about a man's conduct is advertising, because it tells the public something. For instance, you are known as the cheapest priced man in this town. This is advertising, but it only reaches the cheap priced customer, and brings you no profits. You are advertising to the cheapest and poorest paying customers, and you do not know it."

Stub was silent and thoughtful. "The salesmen who sell quality goods do not call on you because they know that you are a cheap goods buyer," I pounded at Stub. "And they know very well that you can not afford to pay for quality goods because you do not have the quality customers to allow you to do so. This is advertising that will ruin you in time. It is advertising just the same. Stub, you are an advertiser, but you will not believe it."

Stub was serious, indeed. His face showed it plainly.

"Again," I continued, "the credit men are watching you like hawks. I have right now in my pocket a statement for you that is two months old. Why do they watch you? Because you are advertising to them that you are not a business man. Can't you see, Stub, that you are advertising all the time, and that you are advertising in the wrong direction? Oh, yes. You are advertising all right, but your advertising matter is killing your business chances. You are advertising every minute of the

day, and you are not wise to it. You must wake up and change the tone of your advertising matter. It is up to you to advertise the right kind of copy. Whether you want to or not, you must advertise. Unconscious advertising can only do harm to a man in your position. And yet you dare tell me that you do not advertise. Why, Stub, can you deny that there are two ways of advertising? They are the constructive advertising and the destructive advertising. You are destructive in your methods, and are not in the running for success. What can you say to this?"

"Doggone you," Stub replied, "you have an uncanny way about your arguments that makes my skin creep. You are as right as you can be, and I believe I am wrong."

"Of course, you are wrong, Stub," I said calmly. "You do not realize that your actions speak louder than words. You can not hide your actions till they put you six feet under ground. But as long as you are alive and kicking, your actions are your advertising medium, and you can not help it if you stood on your head.

"Now, then, since you must advertise, why not advertise along constructive lines? Why not reap a benefit in your manner of advertising. Remember, Stub, you must advertise whether you want to or not. Your very character, your very habits, your very thought is advertising matter. Use it for good -and for profit."

"Doggone!" Stub said under his breath. "That's a fact. Actions speak louder than words. I am advertising in spite of myself, and it is spiteful advertising matter-doggone!"

This is how people usually think. This is how we become successes or failures—just as we choose.

It is our advertising matter. We either advertise a smile and get a smile, or we get nothing.

We either pay real money for advertising our business, or we do not get the business.

There are no two ways about it at all.

Forget that you do not advertise. You do advertise, but it is destructive. Wake up and tell the public how good you are, and make as good as you say you are.

As I look out of my hotel window on the tenth floor, I do not wonder any longer why there are so many gravel and composition roofs on houses. I do not wonder any longer why there is so little tin

It is because we can not see advertising of the right kind. Tell it to the crowds, tell it truthfully, make good your advertising-and you can put a tin roof over the whole world-but we are as blind as we can be, and as poor as we can be.

Advertise we must. Advertise we do. And advertise we will.

Are we constructive or destruc-

Just think this over, brother, and see on what side your bread should be buttered. Oh, yes-you do advertise just like Stub Borne. Are you stubborn?

Fixes Date for Missouri Sheet Metal Convention.

Friday, April 28, 1922, has been fixed as the date for the annual convention of the Missouri Sheet Metal Contractors' Association.

The sessions are to be held in Joplin, Missouri, and it is hoped to get full value out of every minute of the convention.

"We expect to have a good gathering there," writes Otto E. Scheske, Secretary of the Missouri Sheet Metal Contractors' Association, "and we believe, and in fact, know that we are going to get a good many new members."

Issues Program of Michigan Sheet Metal Convention.

Arrangements have been completed for the Eleventh Annual Convention of the Michigan Sheet Metal Contractors' Association, which is to be held February 20, 21, 22, and 23, 1922, in Jackson, Michigan.

The program of the sessions, as issued by Frank E. Ederle of Grand Rapids, secretary of the Association, is as follows:

Monday, February 20.

2:00 p. m.—Meeting of the Trade Extension Board in Secretary's Room, Otsego Hotel. 8:00 p. m.-Board of Directors' Meet-

ing, Otsego Hotel.

Tuesday Morning, February 21.

Reception of Delegates and Registration.

2:00 p. m.—Furnace Session.

This session will be devoted to a discussion of furnace problems only. "Furnace Installation as Pertaining to the Theories of Circulation," by R. W.

Theories of Circulation," by R. W. Menk, Chicago, Illinois.
Discussion of above subject.
Question Box, in charge of Guy E. Fitzgerald, Battle Creek, Michigan.

Tuesday Evening.

7:30 p. m.—Entertainment furnished by the Jackson Association at the Masonic Temple.

Wednesday Morning, February 22. 9:30 a. m.—Travelers' Auxiliary meet-

ing in the Otsego Hotel. 9:30 a. m.—Executive Session (for Ac-

tive Members Only).
Reports of Committees.
Reports of Officers.
Report of Trade Extension Board. Selection of Next Convention City. Selection of the Plan for the next

Election of Officers. Question Box, in charge of Guy E. Fitzgerald.

Wednesday Afternoon, February 22. 2:00 p. m.—Hoyt Hardlead Products for Buildings," by J. J. Welshofer, New York City. Short talk by A. G. Pedersen, American Artisan and Hardware Rec-ord, Chicago, Ill. "Business Possibilities ORD, Chicago, Ill. "Business Possibilities for 1922," by Clarence Earl, President Earl Motor Car Company, Jackson, Michigan.

Question Box. Awarding of Prizes.

Wednesday Evening.

6:30 p. m.—Banquet and Entertainment given by the Travelers' Auxiliary at the Masonic Temple.

Thursday Morning, February 23. 9:30 a. m.—"American Plan of Employment," by J. E. Sweeney, Field Secretary of the Associated Building Em-

ployers of Michigan.

"The Value of Organization," by W. J. Kennedy, President Associated Building Employers of Detroit. Question Box.

Thursday Afternoon.

2:00 p. m.-Through the courtesy of Warden Harry L. Hulburt, a trip will be made through the Michigan State

For the first time at a convention of the Michigan Sheet Metal Contractors' Association, the Trade Extension Board will be a prominent factor in the activities of the organization.

The Travelers' Auxiliary to the Michigan Sheet Metal Contractors' Association has made intensive preparations for the entertainment of the delegates and their women folk and promises to make everyone happy.

Asks for Advice in Problem of Steam Hoods.

To American Artisan and Hardware Record:

Enclosed you will find two sketches of steam hoods. These hoods are used to steam felt with, which passes underneath the same from long tables and then to the felting machines.

The steam is forced through the felt under high pressure and a lot of it escapes from both ends of these hoods.

Since the steam is destructive to

belts, pulleys, machinery, etc., the superintendent suggested to place a fan or fans somewhere near the east windows as shown in sketch and draw this steam or vapor through pipes situated somewhere above these hoods.

I have done considerable pipe work, but this steam affair seems to bother me somewhat.

I have noticed that you are always willing to help your subscribers with their problems, so I ask if your experts will kindly advise me and illustrate if possible as to what style fan and pipes to use and where to locate the same.

Very truly yours,
CLARENCE SMALLIST.

-, Wisconsin, January 20, 1922.

Gives Directions for Anaconda Copper and Zinc Roofings.

The following data and directions for applying Anaconda copper and zinc roofings have been issued by the Metal Roofing Department of the Anaconda Copper Mining Company, 25 Broadway, New York City:

Data.

Size: Anaconda Roofings are made of Pure Copper and of Pure Zinc, in three sizes, giving 6 in. by 18 in., 8 in. by 18 in and 8 in. by 60 in. exposures.

These roofings are made with horizontal seams with thick butts.

Weight: Weight per square (100 square feet) uncrated—84 pounds.

Weight per square (100 square feet) crated—96 pounds.

Packed in crates containing onehalf of a square.

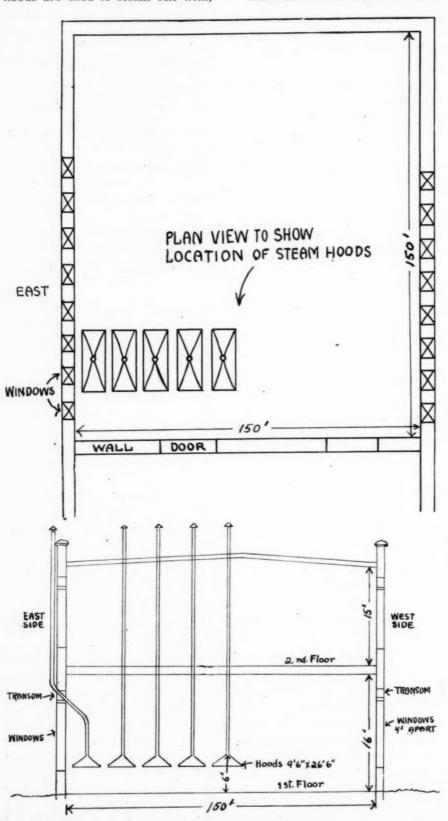
Colors: Anaconda Copper Roofings are supplied in the natural copper finish and in seven shades, ranging from green to rich russet brown

Anaconda Zinc Roofings are preoxidized to present a dull grey surface, and they may, of course, be painted to any desired tint.

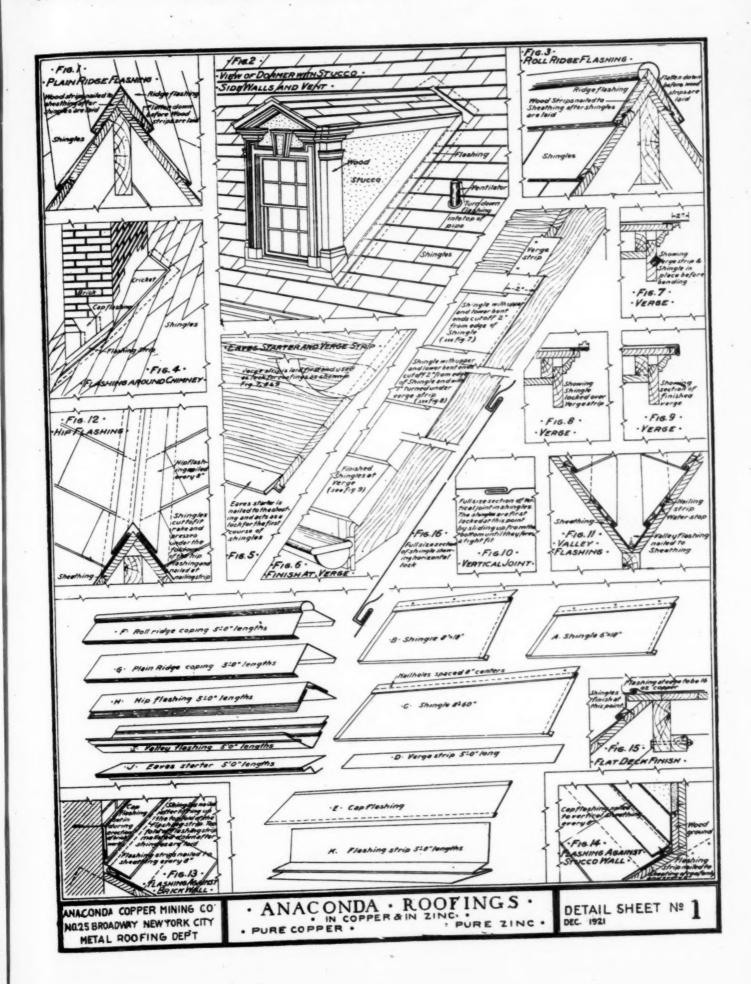
Nails: Use copper nails for copper roofing.

Use Zinc or Zinc-Clad nails for zinc roofing.

Use 1-inch No. 12 gauge wire,



This part of building is 150'x 150'



large headed nails for new roofing.

Use 1½-inch No. 10 gauge wire, large headed nails for re-roofing over wood shingled roofs.

Pitch: These roofings can safely be put on a roof having a pitch of two inches or more to the foot, and are water-tight on flat pitched roofs where asbestos shingles, asphalt shingles, wood shingles and slates cannot be used.

Sheathing: Cover the building with sheathing boards, laid tight without open joints; good common boards of even thickness will answer. Lay sheathing boards parallel with the ridge and eaves or diagonally.

Sheathing paper is always worth while and is desirable on any roof.

Good rosin sized paper weighing 6 pounds to 100 square feet is recommended.

Directions for Laying Roofing.

General Directions: Begin at the lower left-hand corner of the roof (looking down the roof) and lay eaves starter and verge strips; let the starter project over the eaves from one to one and one-half inches. The verge strip should project one inch over the verge board.

After the starter and verge strips are laid and nailed, lay the first course of Anaconda Roofing. Be particular that the butt fits snugly over the eaves starter. The eaves starter will keep all courses straight on the bottom edge, no chalk lines are necessary.

To connect two shingles in same course, insert the turned under portion of the vertical joint of the shingle into the turned over portion of the shingle already in place at the butt of the placed shingle and push up into place. Pull to the right until the two hooks forming the vertical joint are tight against each other.

In starting the second and subsequent courses, every alternate course will start with a half shingle in order to break joints.

The lower edge of the shingle must fit snugly into the upper horizontal fold.

Eaves Starter: Lay eaves starter perfectly straight and with a pro-

jection over eaves of from one to one and one-half inches. Space so that butt joint between two pieces occurs in center of one of the shingles of lower course. This may be accomplished by measurement from starting point.

Verge Strips: At the ends of the building, lay verge strips, projecting over verge boards about one inch. Cut away 2 inches of the upper fold and lower bend of the end shingle, and place shingle so that there is a 2-inch projection over verge board and one inch projection over verge strip, bend one inch under verge strip and after several courses are in place, bend down to verge board.

Valley: Our valley is laid beginning at the bottom. The end of the section of valley which is marked, is the top end and is made to telescope with the section above it as far as the guide marks, to make a safe joint. The valley must only be nailed near its outer edges, through its nailings flanges and must be laid before the roofing strips are laid.

In laying shingles at the valley when working towards the valley, cut the shingles so as to project about one-half inch over the inner fold; then bend this half-inch projection to form a hook over the fold of the valley. This is readily done with hand tongs.

Lock the shingles on the larger fold nearest center of the valley.

In starting from the valley the cut pieces must be inserted first, care being taken that the vertical joints break bond in the exact center of the shingles and that the perpends are kept.

Ridge Coping: After the shingle courses are brought as close to the ridge or comb as possible, place 3/4 in. by 6 in. boards on both sides of roof.

Cover with ridge coping as shown; nailing same as indicated.

Hip Covering: Place hip covering and nail along outer edge before shingles are in place. Press the shingles up under the folds on each side after they are cut to suit the angle of the hip.

Flashings: On roofs with a top edge against a wall, use flashings as shown. The upper folds of flashing are made after shingles are in place and nailed. If wall is frame, the plain side of the flashing should go under the weather boards; if brick or stone, counter flash over the plain side.

On the slope of roof where intersected by walls or dormer windows, use our flashing as shown on Detail Sheet. If wall is frame, plain side of flashing should go under the weather-boards; if brick or stone, counter flash over the plain sides.

Reroofing Over Wooden Shingles: Nail down all loose and projecting shingles and lay roof in same manner as before described.

In some instances a better finish may be obtained by sawing off the wood shingles flush with the verge board and by sawing off the shingles at eaves to a straight line.

To obtain a perfectly even surface to the finished metal roof, it may be found necessary to insert packing pieces in places, plasterer's lath is recommended for this purpose.

Geological Survey Publishes Figures on Zinc Output.

The recoverable zinc content of ore mined in 1921 was about 250,000 tons, as compared with 584,772 tons in 1920 and 549,242 tons in 1919, according to a statement by C. E. Siebenthal and A. Stoll, of the United States Geological Survey, Department of the Interior, Washington, D. C.

The output of the Eastern States was about 68,000 tons, that of the Central States about 168,000 tons, and that of the Western States about 14,000 tons, as compared with 102,242, 337,652, and 144,878 tons respectively in 1920.

The upper Mississippi Valley region is credited with an output of about 4,000 tons and the Joplin district with an output of about 164,000 tons.

Oklahoma made the largest output, about 116,000 tons, twice as large as that of any other state.

In 1921 Montana (the Butte district almost wholly) apparently produced about 11,000 tons, as compared with 91,906 tons in that district in 1920.

The imports of zinc in ore decreased from 22,487 tons in 1920 to about 2,700 tons in 1921, most of which was imported from Mexico.

The zinc content of zinc ore in bonded warehouses on November 30 was 14,292 tons, as compared with 25,650 tons at the end of 1920.

Some of this ore may have been smelted but not shipped and thus may be included in smelter stocks.

Early in January zinc concentrates containing 60 per cent of zinc were selling in the Joplin district at \$28 a ton, having dropped from \$60 a ton at the beginning of 1920.

The price dropped to \$21 by the beginning of March, rose to \$26 by the beginning of May, dropped to \$21 by the middle of June and remained at that point until late in August, when it reached bottom at \$20 a ton.

Notes and Queries

Book.

From G. C. Davis, 408 Gront Street, Iowa City, Jowa.

Will you please inform me where I can get a book covering the underwriters' specifications on fire doors, and showing the way they should be covered to comply with the underwriters' specifications?

Ans.—Underwriters' Laboratories, 207 East Ohio Street, Chicago, Illinois.

Ice Making Machinery.

From Louis Ranger, Medaryville, Indiana.

Please advise me what firms make equipment for manufacturing ice.

Ans.—Kroeschell Brothers Ice Machine Company, 472 West Erie Street, Chicago, Illinois; Arctic Ice Machine Company, Canton, Ohio; Automatic Carbonic Machine Company, Peoria, Illinois; Baker Ice Machine Company, Omaha, Nebraska; and Vilter Manufacturing Company, 1046 Clinton Street, Milwaukee, Wisconsin. Soldering Machine for Radiators.

From Chris Ehlinger, Vinton, Iowa.

Will you please advise me where
I can get a soldering machine that
will resolder automobile radiators?
Also a cleaner that will take off all
of the old paint.

Ans.—Refer to F. L. Curfman Manufacturing Company, Maryville, Missouri.

Water Fronts.

From Schenectady Stove and Repair Company, 520 Broadway, Schenectady, New York.

Please advise us who makes water fronts.

Ans.—H. E. Hessler Company, Syracuse, New York, and Hart Foundry Company, Lawrence, Massachusetts.

Sheet Metal School.

From Magnus Christensen, P. O. Box No. 373, Hemingford, Nebraska.

Kindly refer me to a good school where I can take a correspondence course in sheet metal pattern drafting.

Ans.—St. Louis Technical Institute, 4543 Clayton Avenue, St. Louis, Missouri.

Holt Roof Connection.

From Manrow Sheet Metal Works, 506 East Washington Street, Goshen, Indiana.

We would like to know the name and address of the company that makes the Holt roof connection, used to connect up built-up roofing with the cast iron downspout leaders.

Ans.—The Barrett Company, 10 South LaSalle Street, Chicago, Illinois.

Used Tinners' Tools.

From James V. Murphy, 328 Sycamore Street, South, Lansing, Michigan.

Where can I buy second-hand tinners' tools?

Ans.—Frederick J. Knoedler, 68
North Second Street, Philadelphia,
Pennsylvania, and B. L. Saltzman,
524 West Van Buren Street, Chicago, Illinois. Also refer to the
Wants and Sales columns of AmerICAN ARTISAN AND HARDWARE REcORD, under "Tinners' Tools."

Dampers.

From McIntyre and Taylor Company, Toronto, Ontario.

Please refer me to firms making dampers.

Ans.—Parker Supply Company, 801 East 135th Street, New York City: Berger Brothers Company, 237 Arch Street, Philadelphia, Pennsylvania; The S. M. Howes Company, Boston, Massachusetts; and The Excelsior Steel Furnace Company, 118 South Clinton Street, Chicago, Illinois.

Hardwood Flooring.

From C. R. Oberholtzer, 509 West Maumee Street, Angola, Indiana.

Can you tell me from what firms I can procure hardwood flooring 3% inch thick by 2 inches wide?

Ans.—Daniel Shank Lumber Company, Angola, Indiana; Wilce Flooring Company, 2209 Throop Street, Chicago, Illinois; and Rittenhouse and Embree Company, 3500 South Racine Avenue, Chicago, Illinois.

Used Heavy Sheet Metal Machinery. From S. D. Helm Manufacturing Company, 216 East Main Street, Crawfordsville, Indiana.

Where can we buy some heavy second-hand sheet metal machinery such as shears and rolls for cutting number 8 gauge metal and heavier?

Ans.—B. L. Saltzman, 524 West Van Buren Street, Chicago, Illinois. Hardware for Bank and Office Fixtures.

From J. C. Puckett and Sons, Indianola, Nebraska.

Please advise us what firms manufacture hardware for bank and office fixtures.

Ans.—Garden City Plating and Manufacturing Company, 1430 South Talman Avenue; Reflector and Hardware Specialty Manufacturing Company, 2235 South Western Avenue; Baldwin Brass Works; 411 South Clinton Street; all of Chicago, Illinois.

Shooting Gallery Targets.

From L. E. Miller, 1030 North LaSalle Street, Chicago, Illinois.

Will you kindly inform me what foundries make round targets, small birds, animals and other images for shooting galleries.

Ans.—Illinois Malleable Iron Company, 1801 Diversey Parkway; and Chicago Hardware Foundry Company, 546 West Washington Street; both of Chicago, Illinois,

"Wonder" Windmills.

From Frederick H. Lord, Belle Haven, Virginia.

Will you please tell me who makes the "Wonder" windmills?

Ans.—Elgin Wind Power and Pump Company, Elgin, Illinois.

Review of Conditions in the Metal Markets.

General Situation in the Steel Industry. Report of Prices and Tendencies in Sheet Metals, Pig Iron, etc.

COPPER MARKET IS STILL SLUGGISH.

NOTWITHSTANDING the fact that several copper producers are most actively seeking business and the smaller sellers are willing to make concessions, few consumers show any interest.

Apparently the only source of activity in the industry is the placing of orders for wire and cables by such companies as the Western Union and Postal Telegraph, Western Electric, public utilities, power companies and holding companies, most of whom purchased copper the latter part of last year.

At least some of these large consumers are now and again placing orders for wire and cable with manufacturers to whom they furnish the copper at a fixed price and are quoted a specific conversion charge.

These transactions, of course, add nothing to orders on the books of copper producers, but they will call for deliveries against contracts previously placed.

Since January 1st sales on both domestic and foreign account have been very light. On the other hand, deliveries into domestic consumption have been satisfactory.

One or two of the smaller as well as larger producers report that more home consumers have asked for anticipation of February shipments in January than for the postponement of January shipments until February, indicating that manufacturing plants are utilizing as much if not more copper in current operations than they were in December last.

Large producers who recently sold quite heavily for first quarter shipments of this year may be indifferent about the present condition of the market and are not disposed to reduce nominal asking prices.

But the fact remains that the few consumers who are in the market have no difficulty in buying electrolytic for first or second quarter or even for third quarter at 1334 cents delivered. In fact, for prompt and January shipment, electrolytic is available at 13½ cents to 135% cents delivered.

Tin.

An advance of one cent per pound was made in the Chicago market during the past week.

The Chicago quotation on pig tin is now 35 cents per pound and on bar tin, 37 cents per pound.

The consuming demand shows no improvement and for the past two weeks has been well below the average of what it was in November and December.

In the New York market, 99 per cent tin is nominally 31½ cents for prompt shipment and 30¾ cents for March but as in the case of Straits the supply available for early delivery is rather limited.

The Singapore market was £1 15s higher and the equivalent of £160 5s c. i. f. London with no sales reported. The fact that there were no sales there may account for the strength of the London market this week.

About all the available spot tin has been picked up in the domestic market and now commands a premium over later deliveries.

More than 7,000 tons are enroute to the United States and due to arrive any time from now up until June, and this is exerting a depressing influence on quotations for the later deliveries.

It is reported that the steamship Sagadahac, which was hung up in Alexandria with 1,000 tons of tin, will leave this week and arrive in New York for March delivery.

Lead.

There is a fair demand for small lots of lead in Chicago at \$4.85 per hundred pounds.

Prices remain practically un-

changed this week, although a report is current that the leading interest has been booking quantity orders at a lower price.

Solder.

Quotations on solder now prevailing in Chicago are as follows: Warranted, 50-50, per hundred pounds, \$21.50; Commercial, 45-55, per hundred pounds, \$20.00; and Plumbers', per hundred pounds, \$18.75.

Zinc.

Pressure to sell and lack of demand caused another decline in zinc prices amounting to 10 points in the Chicago market.

Settling prices in St. Louis closed at 4.45 with 4.37½ bid and 4.62½ cents per pound asked, while the spot New York price closed at 4.85. Joplin advices state that production and shipments have consistently increased this year, with shipments sufficiently ahead of production to show a lowering of the reserve stock.

Joplin shipments last week amounted to 8,560 tons as against 6,725 tons the week previous, while cumulative shipments so far this year total 28,466 tons as against 25,-293 during the corresponding period last year.

Sheets.

Demand for sheets shows decided steadiness. There is little change in the volume of business from week to week, either in the total or in demand from particular classes of buyers.

The building trades demand is relatively light and this is construed as representing a seasonal condition, the expectation being that sheets for lathing, ceiling, conductor pipe, etc., will gradually expand in the next few weeks.

Demand from agricultural implement makers is light, as it has been for fully a year.

The automobile trade seems to be

looking for more active times, but is not buying with any freedom at this time.

A very conservative spirit pervades the automobile trade, which is going to confine its purchases to absolute necessities.

Thus many of the makers will not formulate final plans for production until after the Chicago show, which is in progress this week.

A fair demand for automobile sheets is expected for this year, somewhere between demand in 1920 and demand in 1921.

Production of sheets is at a trifle under 50 per cent of total capacity, as for several weeks past, but is probably just a shade heavier than a week or two ago.

In the past week production by independents has increased somewhat while production by the leading interest has decreased almost as much in point of tonnage.

This, however, still leaves the leading interest with a higher percentage rate of production, in proportion to capacity, than the independents.

While the sheet market is commonly regarded as a very sluggish affair, it is pointed out than an operation of close to 50 per cent is not so very bad, considering general industrial conditions as well as the season of the year, for in many important lines of sheet consumption this time of year is distinctly an off period.

Tin Plate.

Throughout the trade it has been well understood of late that 1922 is certain to be a very good year for tin plate production, the reasons being that stocks of canned goods, including food products and other commodities put up in tin plate containers were very thoroughly liquidated in 1921, the liquidation being responsible for the poor production of tin plate in 1921, while at the beginning of this year there were scarcely any stocks of tin plate or of empty containers.

In additions to this, it is a fact shown by repeated experiences that when industrial conditions generally are below normal the packs of food products are particularly heavy, this being due in part to housewives not putting up so much themselves, but chiefly to labor being cheap and plentiful in the packing industries.

Old Metals.

Wholesale quotations in the Chicago district which should be considered as nominal are as follows: Old steel axles, \$13.50 to \$14.00; old iron axles, \$18.50 to \$19.00; steel springs, \$13.75 to \$14.25; No. I wrought iron, \$12.50 to \$13.00; No. I cast, \$12.00 to \$12.50; all per net tons. Prices for non-ferrous metals are quoted as follows, per

pound: Light copper, $7\frac{1}{4}$ cents; light brass, 4 cents; lead, $3\frac{1}{4}$ cents; zinc, 2 cents; cast aluminum $9\frac{1}{4}$ cents.

Pig Iron.

That there is a more or less general improvement, however, is evidenced by the increasing number of such orders being placed and a more widespread inquiry. There are buyers for small tonnage lots in all parts of the district, including Cincinnati proper, where for several months past there has been practically no consumption and more consuming points are represented in the new inquiries coming out.

Buyers of Steel Who Stocked Up in October and November Are Liquidating Their Stocks.

This Is One Probable Explanation of the Slackening of Demand Which Characterizes the Present Market.

The position that the underlying conditions that make for steel demand are less favorable now than in October is quite untenable. The conditions are better, not worse.

An explanation proposed in some quarters is that buyers stocked up in October and November and are now liquidating their stocks. That may be true in cases, but it is inconceivable that buyers in any considerable number have stocked up enough at that time to carry them a month or more over the inventory date, enough to make much impress upon the market at the end of January.

The best explanation seems to be that there is always or generally a decided decrease in the actual ultimate consumption of steel in Winter, particularly mid-Winter, and that the trade has not had much experience with that, having seen little result from it in the past because normally mills and their customers have been booked ahead and have had enough momentum to carry them over the period of lessened ultimate consumption.

When everyone, from the ultimate consumer back to those who buy directly from the mills, is buying from hand to mouth the influence is handed right back to the mills.

To illustrate what is meant by this, if everyone in the country who might buy nails at a retail hardware store should resolve on a Monday night to buy no more nails, by Wednesday or Thursday morning the wire mills would probably notice a difference in their mail.

If this explanation is correct, then one may reasonably expect very decided improvement in the demand on the steel mills during the next few weeks, i. e., before March 1st.

If the condition is due to its being mid-Winter the condition will perforce end with the approach of Spring.

If price has anything to do with the conduct of buyers, it is practically certain that price is going to be an influence in favor of buying.

Prices of most mill products are too low, below the cost of production, and it would not require much to produce a stiffening in prices, not necessarily an advance above the present openly quoted or "regular" prices, but a withdrawal of the concessions that are being made so freely from the open quotations in quite a number of lines.

Current Hardware and Metal Prices.

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing Western Hardware and Metal prices corrected weekly.

	HARDWARE, SHEET	Commonper doz. \$1 05	Auger.
	METAL SUPPLIES,	Patent " 1 00	Jennings PatternNe
PIG IRON,	WARM AIR HEATER		Ford CarList plus 59
hicago Foundry19 00 to 19 50	FITTINGS AND AC-	Peg. Shouldered " 1 60	Ford's Ship " " 59 Irwin359
outhern Fdy. No. 2, 22 16 to 22 66	CESSORIES.	Patented " 75	Russell JenningsPlus 159
ake Sup. Charcoal31 50			Clark's Expansive33%%
falleable 19 00		Scratch.	Steer's " Small list, \$22 00 se
	ADZES.	No. IS, socket Handledper doz. \$2 50	" " Large " \$26 0059
FIRST QUALITY BRIGHT	Coopers'. Barton's	No. 344 Goodell-	Irwin Car359 Ford's Ship Auger pattern
TIN PLATES.	White'sNet	Pratt, list less35-40%	CarList plus 59
Per Box C 14x20 112 sheets \$ 9 65	***************************************	No. 7 Stanleyper doz. \$2 25	Center
X 14x20 11 05	ALARM CLOCKS.		Center109
XX 14x20 12 30	Per doz.	AXES.	Countersink.
XXX 14x20 13 65	Big Ben and Baby Ben\$28 80	First Quality, Single	No. 18 Wheeler'sper doz. \$2 2
XXXX 14x20 15 05	America	Bitted (unhandled), \$ to 4 lb., per doz\$14 50	210: 00
C 20x28 19 30	141100	Good Quality, Single	American Snailhead ". 1 7
X 20x28 22 10	AMMUNITION.	Bitted, same weight, per	" Flat " 14
XX 20x28 24 60	Shells, Loaded, Peters.	doz 13 00	Mahew's Flat " 16
XXX 20x28 27 30 XXXX 20x28 30 10	Loaded with Black Powder 18%		" Snail " 1 5
AAAA 20X28 30 10	Loaded with Smokeless	BAGS, PAPER, NAIL	
CONTRACTOR	Powder18%	Pounds 10 16 20 25	Dowel. Russel Jannings plus 90s
COKE PLATES.	Winchester.	Per 1000\$5 00 6 50 7 50 9 00	Russel Jenningsplus 209
Cokes, 180 lbs , . 20x28 \$11 80	Smokeless Repeater Grade,		Gimlet.
Cokes, 200 lbs 20x28 12 00	10 & 4%	BALANCES, SPRING.	Standard Double Cut Gross \$8 4
Cokes, 214 lbsIC 20x28 12 35	Smokeless Leader Grade,	Universal.	Nail Metal Single Cut Gross \$4 00—\$5 0
Cokes, 270 lbsIX 20x28 14 10	Black Powder10 & 4%	Sight SpringList less 25%	_
	Dittor 1 0 wdc1 10 & 4 79	StraightList less 25%	Reamer.
BLUE ANNEALED SHEETS.	U. M. C.		Standard SquareDoz. \$2 5
Baseper 100 lbs. \$3 38	Nitro Club & 4%	BARS, WRECKING.	American Octagon " 2 5
The contract of the contract o	Arrow10 & 4%	V. & B. No. 12\$0 45	Screw Driver.
ONE PASS COLD ROLLED	New Club10 & 4%	V. & B. No. 24 0 75	No. 1 CommonEach 18
BLACK.	Gun Wads-per 1000.	V. & B. No. 324 0 80	No. 26 Stanley Each 70
Vo. 18-20per 100 lbs. \$3 95	Winchester 7-8 gauge 10&7 1/2 %	V. & B. No. 30 0 85	
To. 22-24per 100 lbs. 4 00	" 9-10 gauge 10&7 ½ %	V. & B. No. 330 0 90	BLADES, SAW.
To. 26 per 100 lbs. 4 05	" 11-28 gauge 10&7 1/4 %		Wood.
No. 27per 100 lbs. 4 10		BEATERS.	Atkins 30-in.
Vo. 28per 100 lbs. 4 15	Powder. Each	Carpet. Per doz.	Nos 6 40 26
To. 29per 100 lbs. 4 25	DuPont's Sporting, kegs.\$11 25	No. 7 Tinned Spring Wire.\$1 10	Diston 30-in.
	DuPont's Canisters, 1-lb. 56	No. 8 Spring Wire Cop-	Nos 6 66 26
GALVANIZED.	kegs. 22 00	pered	\$9 45 \$10 05 \$9 4
To. 16per 100 lbs. \$4 40	" canisters 1 00	No. 5 Preston 1 (0	BLOCKS.
To. 18-20per 100 lbs. 4 55	Hercules "E.C.," kegs 22 50	THE T C	Wooden209
Vo. 22-24per 100 lbs. 4 70	Hercules "Infallible," 25 can	Call. BELLS.	Patent20 9
To. 26per 100 lbs. 4 85	drums	3-inch Nickeled Rotary Bell,	
To. 27per 100 lbs. 5 00	drums 9 00	Bronzed baseper doz. \$5 50	Stove. BOARDS. Per doz
Vo. 28per 100 lbs. 5 15 Vo. 30per 100 lbs. 5 65	Hercules "E.C." and "Infal-	Cow.	26x26, wood lined\$14 4
10. 30per 100 10s. 0 00	lible," canisters 1 00 Hercules, W. A. 30 Cal. Rifle,	Kentucky33\%%	28x28, " " 16 9
DAD COLDER	canisters 1 25		30x30, " " 19 0
BAR SOLDER.	Hercules Sharpshooter Riffe,	Door. Per doz.	26x26, paper lined 8 1
Warranted.	canisters 1 25	New Departure AutomaticNet	28x28, " " 9 1
50-50per 100 lbs. \$21 50	Hercules Bullseye Revolver, canisters 1 00	Potory	30x30, " " 10 8
Commercial,		Rotary. 3 -in. Old Copper BellNet	Wash.
45-55per 100 lbs. 20 00	ASBESTOS.	3 -in. Old Copper Bell,	No. 760, Banner Globe
Plumbers per 100 lbs. 18 75	Paper up to 1/1610c per lb.	fancy	(single)per doz. \$5 2
	Millboard 3/32 to %10%c per lb.	31/2 -in. Nickeled Steel BellNet	No. 652, Banner Globe (single)per doz. 6 7
ZINC.	sq. ft.)\$6.50 per 100 lbs.		No. 801. Brass King, per doz. 8 2
n Slabs\$5 10	Rollboard11c per lb.	Hand,	No. 860, Single-Plain
		Hand Bell, polished List plus 15-10%	Pump 6 2
SHEET ZINC.	AUGERS.	White MetalList plus 15-10%	
	Boring Machine 40 @ 40&10%	Nickel Plated.List plus 10%	BOLTS.
ask, lots, stock9 % c	Carpenter's Nut	SwissNet	Carriage, Machine, etc. Carriage, cut thread, %x6
		Miscellaneous.	and sizes smaller and shorter609
COPPER.	Hollow. Bonney'sper doz. \$30 00	Church and School, steel	Carriage sizes larger and
epper Sheet, mill base \$0 21	Louisey eper top. 400 00	alloys30%	longer than %x650-109
	Post Hole.	Farm, lbs 40 50 75 100	Machine, %x4 and sizes
LEAD.	Iwan's Post Hole and Well	Each\$3 00 3 75 5 50 7 25	smaller and shorter60-109
	30 and 5%		Machine, sizes larger and longer than %x450-59
merican Pig\$4 85	Vaughan's, 4 to 9 in., without handles per doz. \$14 00	BEVELS, TEE.	Stove
Bar 5 60	Without manufes bet don 411 00	Stanley's Rosewood handle, new	
heet.	Ship.	listNets	Mortise, Door.
Full coilsper 100 lbs. \$7 80	Ford'sNet	Stanley iron handleNets	Gem, bronze plated5
			dom, prouse placed
Cut coilsper 100 lbs. 8 05	AWIA		
	Brad.	BINDING CLOTH.	Barrel.
Cut collsper 100 lbs. 8 05		BINDING CLOTH. Zinc	Cast